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CHAPTER FOUR

COMMUNITY RELATIONS

0400 REFERENCES

(R)

a. DoD Instruction 5410.18 of 3 July 1974 (NOTAL). (Subject: Community Relations) Basic policy on the conduct of community relations within the Department of Defense.

b. DoD Instruction 5410.19 of 19 July 1979 (NOTAL). (Subject: Armed Forces Community Relations) Detailed guidance on community relations programs.

c. DoD Directive 5500.7 of 6 May 1987 (NOTAL). (Subject: Standards of Conduct) Sets forth standards for the Department of Defense.

d. SECNAVINST 5370.2J. (Subject: Standards of Conduct). Promulgates standards of conduct for the Department of the Navy.

e. MCO P5720.60 (NOTAL). (Subject: Marine Corps Public Affairs Manual, Volume I, Community Relations) Detailed guidance for the conduct of community relations by the Marine Corps.

f. OPNAVINST 3710.7M (NOTAL). (Subject: NATOPS, General Flight and Operating Instructions) Provides information on the conduct of air shows and demonstrations.

g. OPNAVINST 5720.2L (NOTAL). (Subject: Embarkation in U. S. Naval Ships) Provides detailed information on public affairs embarkations in ships.

h. OPNAVINST 5510.1H. (Subject: Department of the Navy Information and Personnel Security Program Regulation) Provides policy on control of photography.

i. NAVSO P-1000. (Subject: Navy Comptroller Manual) The governing directive on Navy financial management. NOTE: Volume 7 of reference (i) and MCO 5760.4A implement DOD Instruction 1000.15 of 22 SEP 78 (Subject: Private Organizations on DOD Installations).

j. OPNAVINST 3440.16A. (Subject: Department of the Navy Civil Disaster Assistance Program) Basic guidance on disaster response. Implements DoD Directive 3025.1 of 23 MAY 80 (Use of Military Resources During Peacetime Civil Emergencies within the United States, its Territories and Possessions)

k. NAVPERS 15951 (NOTAL). (Subject: Manual for Messes Ashore) Provides guidance on the use of messing and berthing facilities for guests.

l. OPNAVINST 5760.2C (NOTAL). (Subject: Policy and Responsibility for Navy Youth Programs and Navy Supported Youth Organizations) Provides detailed guidance on the special relationship between the Navy and specified youth organizations (Boy Scouts of America, Girl Scouts of the U. S. A., etc.).

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m. DoD Instruction 5410.20 of 16 January 1974 (NOTAL). (Subject: Public Affairs Relations With Business and Nongovernmental Organizations Representing Business) Provides guidance relating to the provision of information to business, participation in activities involving businesses and the use of DoD material, insignia, etc., for commercial purposes.

n. SECNAVINST 5030.1K. (Subject: Classification of Naval Ships and Craft) Governing directive for ship commissionings and other special ceremonies.

o. DoD Manual 5220.22-M of March 1989. (Subject: Industrial Security Manual for Safeguarding Classified Information) Contains instructions for controlling visitation of contractor facilities.

p. SECNAVINST 7042.7G. [Subject: Guidelines for Use of Official Representation Funds (ORF)] Governing directive for the Department of the Navy for ORF management.

q. BUPERSINST 1710.11A (NOTAL). (Subject: Navy Recreation Operational Policies) Provides details on athletic events.

r. SECNAVINST 4651.8L. (Subject: Attendance at and Participation in Meetings by Military Personnel) Governs attendance at technical and professional society meetings by military personnel of the Navy and Marine Corps.

s. SECNAVINST 5760.4B. (Subject: Participation of Department of the Navy Components and Personnel in Activities of Private Associations; policies governing) Implements DoD Directive 5500.2 of 4 AUG 72 (Subject: Policies Governing Participation of DoD Components and Personnel in Activities of Private Associations).

t. Civilian Manpower Management Instruction 410.8 (NOTAL). (Subject: Attendance at Technical and Professional Society Meetings by Civilian Employees) Guidance for civilian employees.

u. OPNAVINST 5050.21A (NOTAL). (Subject: Department of the Navy Industrial Information Program) Basic program guidance.

v. SECNAVINST 4001.2F. (Subject: Acceptance of Gifts) Basic policy on accepting and rejecting gifts.

w. DoD Directive 5525.5 of 15 JAN 86 (NOTAL). (Subject: DoD Cooperation with Civilian Law Enforcement Officials) Basic policy guidance.

x. SECNAVINST 5820.7B. (Subject: Cooperation with Civilian Law Enforcement Officials) Basic policy for.

y. SECNAVINST 1600.1A. (Subject: Relationships with Organizations which Seek to Represent Members of the Armed Forces in Negotiation or Collective Bargaining) Basic policy.

z. SECNAVINST 4650.16B. (Subject: Congressional Travel Support) Prescribes Department of the Navy support for travel of members of Congress, their employees, and dependents of members and employees.

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0401 PURPOSE OF COMMUNITY RELATIONS

a. General. An important goal of any command's public affairs plan is to maintain positive relations between the individual Navy or Marine Corps command and its personnel and the citizens of the surrounding communities.

(1) A naval facility is part of the community, whether as the region's single largest employer or simply one of hundreds of other organizations that form the image and identity of the community. As discussed in Article 0301c (The Case for Ambitious Public Information Policy), the Navy and Marine Corps are public trusts. As public trustees, Navy and Marine Corps leadership has an obligation to enhance public understanding and support. Public support of the individual facility and the Navy and Marine Corps as a whole can be fostered by a progressive community relations program that encourages open communication and frequent information exchange.

(2) Most Navy and Marine Corps families live off-base and make a lasting contribution to the image of the Sea Services in America's neighborhoods. An informed internal information program can motivate family members in their roles as ambassadors for their commands and respective services through community involvement.

(3) The morale and esprit of Navy and Marine Corps men and women are influenced by the attitudes of the civilian community towards their mission and presence in the region. In this vein, with morale a key factor in personnel readiness, a community relations program that improves public appreciation of the personal excellence of Navy and Marine Corps men and women leads to enhanced command readiness.

(4) An aggressive, goal-oriented community relations program builds relationships not only between the community and a base but between local Navy or Marine Corps leadership and opinion leaders in the community. These contacts can serve as avenues for problem solving when sensitive issues arise between the military and the local community.

(5) Finally, as a functional area of public affairs, community relations gives the commander a tangible means to communicate the Department of the Navy public affairs objective through first-hand observation and face-to-face communication. By involving the community in a range of command-related activities, the public gains a better understanding of a ready and capable Navy and Marine Corps team, the contribution of the local command in fulfilling the Maritime Strategy and the interest of command leadership as stewards of taxpayer resources.

b. Community Relations Objectives. As a functional area of public affairs, the community relations objective is to support the Maritime Strategy, explain its nature and importance and convey the essentiality of resources and operations necessary to fulfill that strategy. After an appraisal of the local situation, the commander or commanding officer will want to establish specific goals to meet the unique requirements of the command as it relates to the surrounding community.

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0402 PARTICIPATION IN COMMUNITY RELATIONS EVENTS

a. **General.** As discussed in references (a) and (b), the common ownership of the Defense establishment by the citizens of the United States suggests that Navy and Marine Corps resources can support certain events and participate in forums that serve the common good provided such involvement does not interfere with operational mission. Support of and participation in public events is limited by operational priorities. Additionally, support and participation must be appropriate and reflect positively on the Navy and Marine Corps.

b. **Determination of Propriety.** When considering command-initiated community relations activities--or reviewing an external request for participation in an event--commands must ensure that a determination of propriety is made prior to approval. Participation must be appropriate in both scope and type and is limited to those activities which are in keeping with the dignity of the Navy and Marine Corps and are in conformance with references (c) and (d). Detailed community relations guidance for the Marine Corps is provided in reference (e). Whether or not specifically prohibited by reference (d), reference (e) or this instruction, all naval personnel will avoid involvement which might result in or create the appearance of:

- (1) Using a government position for private gain;
- (2) Treating any person preferentially;
- (3) Impairing government efficiency or economy;
- (4) Losing complete independence or impartiality;
- (5) Making a government decision outside official channels or
- (6) Losing public confidence in the integrity of the government.

c. **Suitability of Program, Sponsorship, Site and Support.** To remain within the bounds of propriety, the program, its sponsor, site and the type of support provided must all be considered suitable. Table 4-1 provides a matrix of the conditions that must be met for a program to be suitable for Navy and Marine Corps participation. In Table 4-2, program sponsorship is discussed. Table 4-3 treats the issue of site criteria for the proposed event, and Table 4-4 provides framework for determining the type of support that would be considered appropriate. Tables 4-1 through 4-4 are based on the following ethical considerations:

(1) Navy and Marine Corps participation or cooperation must not directly or indirectly endorse or selectively benefit, or appear to endorse, benefit or favor any private individual, corporation (profit or nonprofit), sect, quasi-religious or ideological movement, fraternal or political organization, commercial venture, or be associated with the solicitation of votes in a political election.

(2) Providing government facilities or services at government expense to private individuals or groups (e.g., transportation, housing or messing) is normally interpreted as a selective benefit or favor and, therefore, is not an authorized community relations activity except in certain exceptional cases outlined in this chapter.

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(3) Community relations programs and activities must always be conducted in a manner free from any discrimination on the basis of age, race, creed, religion, color, national origin or sex.

(4) No admission charge may be levied on the public solely to see an Armed Forces demonstration team or exhibit. Should admission be charged at an event in which the armed forces is one of several participants, the armed forces activity must not be the primary attraction. No specific or additional charge may be made because of Navy or Marine Corps participation. [This policy is not applicable to the Navy Flight Demonstration Team (Blue Angels) or the U. S. Navy Band engaged in authorized concert tours conducted at no additional cost to the government. The U. S. Marine Band conducts annual concert tours with appropriated funds; all performances are free to the public.]

(5) Navy and Marine Corps bands, performance teams and other units may appear and perform on local television and radio programs. In this context, the term "local" refers to a single radio or television station which is not feeding the program to another station outside the immediate area or to a network. The production must not benefit, endorse or appear to benefit or endorse any commercial enterprise. Bands, performers and other Navy and Marine Corps units may appear on national or regional programming only with approval of the Assistant Secretary of Defense (Public Affairs) [ASD(PA)] through the Chief of Information (CHINFO) or Director of Public Affairs (DIRPA). Requests for such appearances must be received by CHINFO or DIRPA at least 60 days prior to the broadcast for review and forwarding to ASD(PA) at least 30 days prior to broadcast.

(6) With regard to fund-raising, the Navy, Marine Corps and other DoD components conform to a government-wide policy which reflects the practical limitations on the Government's ability to extend official support to every worthwhile local, regional, national and international charity. This policy carries no direct or indirect judgment on any charity not included in any joint or federated campaign, not does it preclude volunteer efforts by individuals on behalf of any charities of their choice; such individual volunteer efforts are, in fact, encouraged.

(a) Support of fund-raising activities will be at no additional cost to the government.

(b) It is important to note that support of fund-raising events or projects for a single cause, even though the prospective recipient is a member of one of the federated, joint or authorized campaigns, or if proceeds are to be donated wholly or in part to one or several of the recognized campaigns, is inconsistent with DoD policy as stated in reference (a). As per reference (b), the Navy, Marine Corps and other services can support:

1. United, federated or joint fund-raising campaigns authorized by the Secretary of Defense;
2. Fund-raising appeals authorized by the President or the Director of the Office of Personnel Management;
3. Appeals by the Military Service Aid societies;
4. Fund-raising campaigns solely for the benefit of U. S. teams competing in the Pan American Games or the Olympic Games;

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5. Fund-raising programs which are purely local in nature and of community-wide interest and benefit. Examples include volunteer fire department, rescue unit and youth activity fund drives. In such cases, the local officer can authorize participation.

(c) Participation by DoD in air shows having a fund-raising objective will be limited to those sponsored by or conducted for the benefit of the campaigns and appeals specified above. ASD(PA) may authorize exceptions to this policy as per reference (a).

(d) Fund-raising concerts performed by the U. S. Navy Band, U. S. Marine Corps Band and other DoD bands or their components will be limited to those sponsored by or held for the benefit of the campaigns and appeals specified above. ASD(PA) may authorize exceptions to this policy as per reference (a).

(7) Navy and Marine Corps activities will avoid taking part in commercially sponsored activities when their involvement is intended to increase sales and business traffic. Navy and Marine Corps recruiting personnel, those assisting in organized hometown recruiting assistance programs, and their materials or exhibits may appear in commercial areas to furnish information on career opportunities. Such participation and exhibits, however, must not be employed in a manner that would, or be perceived to, stimulate commercial sales or increase the flow of business traffic.

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TABLE 4-1: PROGRAM ELIGIBILITY.

To be eligible for Navy and Marine Corps participation, a program must meet one of the conditions in paragraph one and none of the conditions in paragraph two.

1. The Navy and Marine Corps may take part in programs that (are):

- a. Ordered by Public Law, Executive Order or the Secretary of Defense.
- b. Official federal ceremonies and functions.
- c. Events or occasions of general interest or benefit to a local, regional or national community which are open to the general public.
- d. Support Navy & Marine Corps recruiting programs.
- e. Support united, federated or joint fund-raising campaigns as per Articles 0402c & 0512d.
- f. Patriotic in nature for the celebration of an official local, state, regional or national holiday.

2. The Navy and Marine Corps may not take part in programs that are:

- a. Intended or appear to endorse, selectively benefit, or favor any private individual, special interest group, business, religion, ideology, commercial venture, political candidate or organization.
- b. Commercially sponsored and intended to increase sales and business traffic (e.g., beauty pageant). See Article 0402.
- c. Fund-raising events not described by items 1e and 1f.
- d. Apparently intended to provoke controversy or public confrontation.

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TABLE 4-2: SPONSOR ELIGIBILITY

To satisfy sponsor eligibility requirements, at least one of the conditions in paragraph one and none of the conditions in paragraph two must be met.

1. The Navy and Marine Corps may take part in programs or events sponsored by:

- a. Local, state or federal governments.
- b. Veterans, military service related, patriotic or historic organization or its auxiliary.
- c. A civic, service, youth, professional, educational, labor, trade or business whose interests are in support of the community.
- d. Organizations whose membership is based on sex or national origin only when the particular program is of community-wide interest and benefit, not for the primary benefit of the organization.
- e. A commercial entity when support requested is patriotic, incidental to the primary program and does not appear to benefit the sponsor's commercial activity.
- f. A public school, college or university, nonpublic school, college and university when the program is of community-wide interest and benefit. The program must be free, open to all and broadly promoted and must be educational, patriotic or one from which recruiting will benefit.

2. The Navy and Marine Corps may not take part in programs sponsored by:

- a. An organization that specifically excludes any person from its membership for reasons of race, creed, color or national origin, unless the program conforms to item 1d.
- b. A commercial enterprise not in conformance with item 1e of this table.
- c. A religious group, except from a school specified in item 1f; a sect, partisan political organization or ideological movement.
- d. An organization whose constitution, by-laws, membership qualifications or ritual is not made public (i.e., secret societies).
- e. Individual or corporation whose role in program sponsorship is commercial and not clearly civic.

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TABLE 4-3: SITE ELIGIBILITY

For a site to be considered eligible, at least one of the conditions in paragraph one and none of the conditions in paragraph two must be met.

1. The Navy and Marine Corps may take part in programs at sites that are:

- a. Open free of charge to the public, with admission, seating and other facilities available to all without regard to race, religion, color, national origin or sex. (See also Table 4-4).
- b. On a military base.
- c. At a local municipal, state or federal property, facility or building.
- d. At a private commercial building when the program is of community-wide interest or is patriotic in nature, or when participation is incidental to the primary program and does not appear to selectively benefit any commercial business.
- e. In a building or facility used for religious purposes, when programs are of community-wide interest, non-sectarian and broadly promoted.
- f. In a shopping mall or complex only when programs are directly related to recruiting and do not appear to selectively benefit any commercial business.

2. The Navy and Marine Corps may not take part in programs at sites that are:

- a. Not open to the general public, and admission, seating or other accommodations are barred to any persons because of sex, race, color, creed, religion or national origin.
- b. Owned or leased by private, commercial or religious groups or organizations, college, non- public school or university or shopping mall. See also Item 1f of Table 4-2.

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TABLE 4-4: TYPE OF SUPPORT ELIGIBILITY

To ensure that the type of support being considered conforms to policy, at least one of the conditions in paragraph one and none of the conditions in paragraph two must be met.

1. The Navy and Marine Corps may support programs:

- a. Authorized by public law, executive order, the Secretary of the Navy and those enumerated in Article 0404.
- b. That can reasonably be expected to bring credit to the individuals involved and to the Navy or Marine Corps, and are at no additional cost to the government.
- c. Where admission is charged if the support is incidental to the primary event. See Table 4-3.
- d. Where admission is charged but support entails service academy sporting events, military aerial demonstration team ASD(PA)-approved performances and concerts by the U. S. Navy Band and U. S. Marine Corps Band when on authorized tours.

2. The Navy and Marine Corps may not support programs that:

- a. Might constitute a restraint of trade in the regular employment of civilians in their art, trade or profession.
- b. Are, or could be considered to be, the primary or major attraction for which admission is charged, except as discussed in item d of this table.
- c. Use Navy or Marine Corps services, resources or facilities which are reasonably available from commercial sources and where such use would be in fact, or perceived to be unfair competition.
- d. Involve the use of active duty, Reserve or ROTC personnel in uniform outside military bases and ships as ushers, guards, parking lot attendants, runners, messengers, baggage handlers, for crowd control or in any other inappropriate capacity.
- e. Would interfere with military needs or operational requirements.

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d. Approval Level for Participation. Authority to approve participation in various events is discussed below.

(1) ASD(PA) has the overall responsibility for the Department of Defense (DoD) community relations program. Civilian sponsors should be advised to address requests for the following programs directly to the Director of Community Relations, Office of the Assistant Secretary of Defense (Public Affairs) [OASD(PA)]:

(a) National and international events, including conventions, except those taking place in overseas areas which are of primary concern to Unified Commanders;

(b) Events outside the United States which have an interest and impact extending beyond the Unified Command areas or which require assistance from outside the Unified Command's area of responsibility;

(c) Events in the Washington, D. C., area;

(d) Aerial, parachute or simulated tactical demonstrations held in the public domain;

(e) Aerial reviews on military installations within the United States if the review involves more than one Service [see Table 4-5 (Authority to Approve Aviation Unit Participation)];

(f) Televised national sports, professional athletic events, formal international competitions and contests between a Navy and professional team in the public domain;

(g) Performing Navy or Marine units appearing on regional or national broadcast media;

(h) Overall planning for Armed Forces Day (excluding local activities).

(2) Unified Commanders are authorized to act on behalf of the Secretary of Defense (SECDEF) in implementing community relations programs within their command areas. This authority may be delegated. Navy and Marine Corps components receive community relations guidance directly from the Unified Commander or joint task force commander. Programs taking place in the United States which have an effect on a Unified or Specified Command as a whole, or are otherwise of significant concern to the Unified Command, require complete coordination through appropriate channels between the Unified Command and the Navy or Marine Corps activity involved. Unified Commanders overseas requiring Navy or Marine Corps participation in a public event will coordinate their requests with the component command of the appropriate Service.

(3) The Secretary of the Navy (SECNAV) will plan and execute Navy community relations and approve Navy participation in public events not otherwise reserved for or assigned to ASD(PA). This authority may be delegated.

(4) A command receiving a request for Navy or Marine Corps participation in a community relations event has the authority to review, approve and participate if:

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(a) Participation is considered suitable in all respects (type of support, sponsorship, site and program);

(b) The superior in the chain is informed of the command's community relations plans and programs; and

(c) The command controls necessary resources and has authority to commit those resources.

Requests for support exceeding local capability, requiring approval from higher authority or exception to policy will be referred to the appropriate command.

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0403 SPECIAL EVENTS INVOLVING AVIATION AND PARACHUTE UNITS

a. **Basic Policy.** With Article 0402 (Participation in Community Relations Events) as a guide, armed forces aviation and parachute units can take part in a variety of community relations events. Participation can vary from a static display of aircraft or flyover to a demonstration of an aircraft's performance capabilities or an appearance by one of the officially designated military flight or parachute demonstration teams. Events considered appropriate for participation by aviation units and parachutists include:

- (1) Functions organized to support recruiting;
- (2) Aviation-related functions, such as airport dedication ceremonies, aviation shows, aircraft expositions and air fairs;
- (3) Civic events which make the public more aware of naval aviation and its capabilities as well as aviation in general;
- (4) Patriotic events such as public observances of Armed Forces Day, Veterans' Day, Memorial Day and Independence Day;
- (5) Other appropriate public programs, on a military installation or elsewhere, which meet basic criteria set forth in this instruction.

See also references (a), (b), (e) and (f).

b. Participation Guidelines

- (1) Participation by military flight demonstration teams, aircraft demonstrations and static displays in public events is limited to no more than two days duration. ASD(PA) may extend this period when the extension does not conflict with other requirements of the aviation unit involved.
- (2) Participation in public events by parachute demonstration teams are generally two days in duration. Commander, Navy Recruiting Command (COMNAVCRUITCOM), the Navy Parachute Team scheduling authority, may extend this period for the Navy team if such action would not conflict with other requirements and a different audience will see the performance team each day. Other team schedules may be modified by ASD(PA).
- (3) Participation in the same public event by military aviation and parachute units will normally be limited to two consecutive years unless specifically approved by ASD(PA).
- (4) Participation by more than one U. S. military flight demonstration team normally is not authorized, but the appearance of both a flight demonstration and parachute team may be authorized.
- (5) Aviation and parachute unit displays and performances held on military installations in regular use as a site for aircraft and parachute training exercises can be authorized by the installation commander as long as the participation is part of general visiting or public visitation at the invitation of the commanding officer. Aviation support units that are not an integral part of

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participating commands will provide support in accordance with the instructions of the cognizant fleet or force commander. Participation of naval aircraft in any demonstration flight not part of a public visitation program (i.e., one conducted for the benefit of military personnel and families, for official or invited guests, etc.) is considered a "closed show" and governed by the provisions of reference (f).

(6) Mass parachute drops, equipment drops, assault aircraft demonstrations or tactical helicopter landings under simulated tactical conditions will be limited to military installations regularly used to support such training exercises. Except when scheduled as part of a regular training exercise, these activities have no place in a public event or at a military installation not routinely used for that purpose.

(7) When landing the aircraft at an aviation event, expenses such as per diem, messing and berthing may be involved. In such cases, civilian sponsors will bear the costs of per diem for personnel participation and the costs of fuel transport and handling unless the fuel is available at military contract prices at the staging base. At the sponsor's option, messing and berthing, if adequate, may be provided in kind in lieu of per diem payment to participating personnel but the cognizant commanding officer must personally authorize this arrangement as per reference (d). Naval personnel may not accept personal reimbursement from any source unless authorized by their commanding officer. Any reimbursement is customarily made by check made payable to the "Treasurer of the United States." Review paragraph 6h of reference (d).

(8) With the exception of military flight demonstration teams and parachute teams, Navy commands desiring aviation unit participation are authorized to conduct informal liaison with the appropriate aviation commands followed by submission of a written, formal request in the interests of expediting their requests. Informal liaison with aviation commands by the requester is not authorized for Marine Corps commands.

(9) All pertinent safety regulations of the Department of Defense, Department of the Navy and the Department of Transportation (Federal Aviation Agency) must be rigidly observed at all times.

c. Aerial Review. An aerial review is a flyover of various types of aircraft from one or more of the Services. Forward requests for aerial reviews in which more than one Service is involved to CHINFO or DIRPA for final approval by ASD(PA).

d. Aircraft Performance and Record Demonstrations. A performance and record demonstration is an operational test of one or more aircraft. Demonstrations include air-to-air refueling, helicopter hover and pick-up capabilities, Low Altitude Parachute Extraction System, maximum performance take-off, performance record demonstrations, etc.

(1) Aircraft demonstrations in the public domain and outside the United States must be authorized by ASD(PA) via CHINFO or DIRPA. This type of demonstration is restricted to appropriate events at airports, over open bodies of water or over suitable open land areas (including military installations) where crowds can be effectively controlled.

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(2) Aircraft performance record demonstrations are restricted to aircraft which have been assigned to an operational Navy or Marine Corps squadron for at least six months and to demonstrations which imply no competition among Services. Demonstrations should be conducted periodically in the interest of keeping the public apprised of U. S. engineering and technical progress in developing aircraft with capabilities to achieve record performance in speed, endurance, altitude, etc.

(3) Requests to participate in aircraft demonstrations and to release information relative to new performance records should be submitted, via the chain of command and CHINFO or DIRPA to ASD(PA) at least 45 days prior the date of the proposed attempt. Submissions should include a description of the specific aircraft to be used and full justification for the record attempt, including supporting flight and information plans. ASD(PA) or a designated official will coordinate the request with appropriate agencies.

e. Flight Demonstration Team. Flight demonstration team performances must be held at airports, over open bodies of water or over suitable open areas of land, including military installations, where adequate safety and crowd control can be assured. Requests for demonstrations by the Navy Blue Angels or other designated units should be forwarded to ASD(PA) prior to 30 September of the year preceding the desired date. In November of each year, ASD(PA) convenes a board to review and approve applications for all Armed Forces Demonstration Teams.

f. Flyover. A flyover is the flight of one or more aircraft (normally a maximum of four) over a fixed point at a specified time. They are employed in extraordinary cases to accent ceremonial events of exceptional importance. ASD(PA) authorizes flyovers in the civilian domain, although CHINFO or DIRPA can authorize flyovers in the civilian domain for civic-sponsored observances of Armed Forces Day, Memorial Day, Independence Day and Veterans Day less those in the National Capital Area (NCA). Only ASD(PA) can approve flyovers in the NCA. Approval level is further discussed in Table 4-5. Requests for flyovers in connection with public visitation of a base or station are not normally approved but will be considered on a case basis. Fuel costs, scheduling considerations and other factors dictate that, for both on-base and off-base public events, static displays and other ground exhibits supplant flyovers in most cases.

g. Parachute Team Demonstration. The Army's "Golden Knights" is the Defense Department's official parachute demonstration team. The team's performance in the public domain in the U. S. are authorized by ASD(PA). Performances by the Navy Parachute Team ("Leap Frogs") are scheduled by COMNAVCRUITCOM with authorization from CHINFO.

(1) Performance by an official Defense Department parachute team at a naval installation may be authorized by the commanding officer, but the commanding officer must also coordinate, via the chain of command, with ASD(PA) through CHINFO or DIRPA. Participation by official parachute teams, parachute sports clubs or qualified individuals in competitive parachute meets sanctioned by the United States Parachute Association may be authorized by ASD(PA) if in the public domain and provided such competitions are not in conjunction with a public event such as a fair, exposition or similar occasion.

(2) Requests for parachute team appearances at locations other than airports or similar large open areas are discouraged, and normally will not be

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approved. Jumps will not be made into enclosed areas such as stadiums, ball parks or other locations bordered by permanent structures or obstacles or into other sites requiring aircraft maneuvers over densely populated areas. Exceptions to this policy may be authorized by ASD(PA) when the Navy or Marine Corps determines that the proposed landing zone is operationally feasible and meets Navy and FAA safety requirements.

(3) The Unified Commander in Chief provides guidelines for regulating participation of official teams, parachute sports groups and qualified individuals in the public domain overseas.

h. Static Displays. Static displays, the stationary ground display of any aircraft and related equipment, may be authorized for official civil ceremonies and functions on national, state or local holidays or for events designed to encourage public awareness of naval aviation. When an aircraft is on display, Navy or Marine Corps personnel must be on hand to assist observers and answer questions about aircraft mission and performance.

(1) Static aircraft displays in the public domain on airfields, heliports, etc., are authorized by CHINFO or DIRPA.

(2) Display sites are restricted to hard-surfaced airfields and heliports. Exceptions may be authorized by the ASD(PA) when the Navy or Marine Corps determines that the use of the proposed display area is operationally feasible and meets safety requirements.

(3) Airports used as sites must meet the minimum Naval Air Training Operational Procedures (NATOPS) requirements for the type of aircraft involved.

(4) All aircraft must be in place, with power off, prior to allowing the introduction of spectators to the display area, unless the aircraft can be safely towed or otherwise transported into the area with security barriers erected and military or contract police stationed to assure spectator safety during towing. Engines on aircraft cannot be started until all spectators have departed the area. Positive measures must be employed to ensure that all fuel and weapons systems are secured, the aircraft is devoid of armament and ejection seats are not armed and pose no hazard to the public.

i. Civilian Aerial Demonstrations on Base. The Department of the Navy policy toward aerial demonstrations at Navy and Marine Corps installations is that only military aerial maneuvers can effectively inform the public of the capabilities of the Navy and Marine Corps aviation team. Aerial maneuvers performed by civilian demonstration pilots or teams, while not necessarily a realistic portrayal of naval aviation, does tend to foster mutual professional respect and positive relations between the naval aviation team and the community of aviation enthusiasts. Therefore, the appropriate type commander may authorize civilian aerial demonstrations (including aerobatic performances and flyovers).

j. Requesting Aviation and Parachute Unit Performances and Displays. To request military aerial participation in public events--including static displays, flyovers and demonstrations--use the format prescribed in Appendix B (Request for Military Aerial Participation). To request the U. S. Navy Parachute Team, consult the commanding officer of the Navy Recruiting District or Marine District responsible for the area at which the team will perform. Because the

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team's primary mission is to build Navy awareness in direct support of the local recruiter, requests for community relations purposes will be favorably considered when they support a specific recruiting requirement. Once informal liaison is established with the local recruiting district, requests should be submitted using the format prescribed in Appendix B with an endorsement from the local recruiting district.

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TABLE 4-5: AUTHORITY TO APPROVE AVIATION UNIT PARTICIPATION

Use this table to determine the level of approval necessary for certain types of events or degrees of participation.

<u>Type of Event/ Approval Level Participation</u>		<u>Remarks</u>
Static Display (On base)	Type Commander; CG, FMFLANT; CG, FMFPAC; CNET; COMNAV- RESFOR. (Installation commander may authorize dis- play of own assets.)	Static display of civilian aircraft is permitted with- in existing TYCOM guidance. Consult comptroller and staff judge advocate on funding arrangements. Consult Supply or Logistics on fuel.
Static Display (Off base)	ASD(PA).	Off-base static displays are authorized only at airfields and heliports as mutual interest events. DoD may ap- prove an exception to policy if the proposed display area meets operational safety re- quirements. Requests must be sent to CHINFO or DIRPA for en- dorsement at least 45 days be- fore the event and preferably sixty days prior to the event. Qualified personnel should be on hand to answer questions from spectators.
Flyovers (On base)	TYCOM (Note: Installation Commander in some cases; see remarks)	Limited use of naval aviation assets can be authorized by the Commanding Officer of any active or reserve military base (including Coast Guard) with concurrence of the TYCOM. Consult TYCOM directives for specific guidance. Flyovers of civilian aircraft or Navy and Marine Corps air- craft may be authorized by the cognizant TYCOM. If flyovers involve more than one Service, the request must be forwarded via CHINFO or DIRPA to ASD(PA).

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Type of Event/ Approval Level
ParticipationRemarks

Flyovers
(Off base) ASD(PA)

CHINFO and DIRPA coordinate all DoD-approved events with the TYCOM to determine the extent of participation that is both feasible and authorized.

Flyovers of no more than four aircraft are most appropriate in support of Armed Forces Day, Memorial Day, Independence Day, Veterans' Day and military funerals.

Flyovers will be authorized only for public events such as dedications of airports, aviation shows, exhibits and fairs; civic events that contribute to public understanding of the Navy and Marine Corps and other events intended to encourage the advancement of aviation.

Aircraft
Demonstration
(On Base) TYCOM

Type commanders may approve aircraft demonstrations by their assigned aircraft or operational aircraft on their respective bases. The demonstration must be held during a "open house" type program.

Aircraft
Demonstration
(Off base) OASD (PA)

Send requests to OASD(PA) via CHINFO or DIRPA at least...
--45 days before the event for Navy aircraft
--60 days before the event for Marine Corps aircraft
--90 days before the event for Air Force aircraft
--45 days before the event if aircraft from more than one service are participating.

Participation will be on a mutual interest basis. Exception to this policy may be granted by OASD(PA).

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<u>Type of Event/</u>	<u>Approval Level</u>	<u>Remarks</u>
<u>Participation</u>		
Local Parachute Jump Demonstration (On Base) (Other than Navy Parachute Team)	CHINFO or DIRPA	Notify CHINFO or DIRPA at least ten days before the event.
Flight Demonstration Teams (e.g., The Blue Angels)	OASD (PA)	Requests for demonstrations by teams like the Blue Angels are due to OASD(PA) prior to 30 September of the year preceding the desired date of the event, with copies to the Chief of Naval Air Training, the U. S. Flight Demonstration Squadron, CHINFO or DIRPA.
Parachute Demonstration Team (e.g., Navy Parachute Team)	OASD (PA) or COMNAVCRUITCOM	Participation by an official DOD demonstration team in the public domain or outside the U. S. must be authorized by (OASD(PA)). Performances by the Navy Parachute Team are scheduled by COMNAVCRUIT- COM with CHINFO authoriza- tion.

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0404 PARTICIPATION IN INTERAGENCY PROGRAMS

a. **General Policy.** Occasionally, the Navy and Marine Corps take part in and support interagency exhibit programs established under the Mutual Educational and Cultural Exchange Act of 1961. An example of a program under the Act is the U. S. International Communications Agency Trade Fair Exhibition. Each Navy or Marine Corps component of a unified or specified command is subject to policy guidance on interagency programs implemented by that command. However, Navy and Marine Corps activities contributing to interagency programs must comply with the requirements on programming, budget estimate preparation and financial support discussed below.

b. **Need to Coordinate.** The Navy and Marine Corps must obtain prior concurrence from ASD(PA) in all interagency program participation. Because the Department of the Navy's interest in supporting such programs is to strengthen its community relations worldwide, Navy and Marine Corps participation in interagency programs is restricted to community relations functions even though a particular interagency program's thrust may be social, cultural or economic. When a Navy or Marine Corps command receives a request to take part in or lend support to an interagency action, that command must forward the request via the chain to CHINFO or DIRPA.

c. **Presidential Authorization and DoD Concurrence.** The President may authorize U. S. military participation in an international fair or other public or private economic or cultural forum when such participation would strengthen international relations. This Presidential function is carried out by the U. S. Interagency Exhibits Committee which has DoD representation.

d. **Program Costs.** ASD(PA) furnishes program guidance to the Navy, Marine Corps and overseas Unified Commands on all programmed support with a minimum of 18 months lead time. Commands involved in interagency or unified command matters must include such support costs, when known in advance, in their annual budgets. When support of an interagency event is not previously planned or funded, the Navy and Marine Corps may take part to the extent of existing capabilities and available funds once the command's participation in the program has been approved. Unless the Service has a primary interest in a program, reimbursement must be received for any support given a federal agency outside the DoD. For a discussion of primary and mutual interest events, see Article 0407 (Fiscal Policy for Community Relations).

e. **Loan of Property.** The Navy and Marine Corps may provide property (including foreign excess property) on a loan basis to the manager of a U. S. national exhibition or commercial exhibition under conditions approved by CHINFO or DIRPA. Examples of loanable property include electric generators, office equipment or expendable items. When the purpose of the loan has been fulfilled, the property must be returned. Costs of any necessary repairs, reconditioning after use and transportation must be borne by the requesting agency, including cost of replacement if required.

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0405 TOURS, GUEST EMBARKATIONS AND PUBLIC VISITATION

a. General. Tours provide an excellent demonstration of Navy and Marine Corps professionalism to a significant portion of the community. Although demanding of personnel time, the rewards in public support are significant. Impressions visitors gain from going aboard a ship or installation can be lasting. In practice, most shore installations honor requests for tours from various groups throughout the year and reserve a specific day or number of days—Navy Birthday, Marine Corps Birthday and almost always Armed Forces Day—for the accommodation for general visiting. Designation of a ship for general visiting purposes is usually made by the Senior Officer Present Afloat (SOPA) or other authority. The availability of a command for tours and visits will depend upon the security conditions in force, personnel available to conduct the tour, operational commitments of the command and other circumstances. Embarkations should only be conducted within the framework of regularly scheduled operations. Underway operations are not conducted solely to accommodate guests.

b. Definitions and Basic Information. Definitions and basic information for various visits, tours and embarks are provided below:

(1) **Open House.** The term open house is no longer used as it implies unrestricted public access. All visitors are guests of the officer in command.

(2) **Public Visitation on Invitation of the Commanding Officer.** Visitation of a Navy or Marine Corps command extended to the public by invitation of the commanding officer. The public is invited (through news releases, posters, etc.) to visit certain areas on guided tours or under escort. Should circumstances warrant (e.g., sudden security threat, unruly visitors, etc.), invitation can be withdrawn.

(3) **Command Visit.** A visit scheduled and supervised by a Marine Corps Recruiting District to provide educators and selected media an opportunity to visit a Marine Corps installation and observe operations first-hand. The 4th Marine Division and 4th Marine Aircraft Wing are also sponsor commands for command visits.

(4) **Educator Orientation Visit.** A visit scheduled and supervised by a Navy Recruiting District to provide educators an opportunity to visit Navy installations and ships in port and observe operations first-hand. Representatives of local news media may participate on a limited basis. They must agree beforehand that their purpose is to cover the Educator Orientation Visit (places visited, reactions of educators, interviews of Navy personnel from the hometown covered by the medium etc.). Details are promulgated by COMNAVCRUITCOM.

(5) **Congressional Visits.** A visit to Navy or Marine Corps commands by Members of Congress, their staffs or representatives of a congressional committee, including staff members are scheduled and coordinated by the Chief of Legislative Affairs who coordinates as necessary with CHINFO or DIRPA. Details are promulgated by the Chief of Legislative Affairs.

(6) **Friends and Family Visits.** Visits or embarkations of families and personal guests of the crew of a Navy ship.

(7) **Media Embarkation.** Visits or embarkations of media representatives on assignment. Details are provided in Article 0306 (Disseminating Information to News Media).

(8) **Guest Embarkations.** Any embarkation of civilian guests in Navy ships for public affairs purposes falls under the cognizance of SECNAV. Official DoD and Navy guest embarks include:

(a) **Joint Civilian Orientation Conference (JCOC) Visit.** The JCOC is a five-day field visit to Army, Navy, Air Force and Marine Corps commands and Unified or Specified Command installations by civilians invited to participate by SECDEF. CHINFO coordinates the Navy phase (usually involving a visit to a aircraft carrier), and DIRPA coordinates the Marine Corps phase of the JCOC. See Article 0405g (Joint Civilian Orientation Conference).

(b) **Distinguished Visitors/VIP Tours and Visits.** Visits and embarkations of distinguished persons not falling into categories discussed in subparagraph 8 (a) are handled by Chief of Naval Operations (CNO) and, for Marine activities, DIRPA. CNO and DIRPA will promulgate coordinating instructions and reporting requirements to support such visits.

c. **Basic Guidelines for Public Visitation and Tours of Ships.** The following guidelines can be applied to most visits and shipboard tours.

(1) All hands must be reminded that they are representatives of the Navy or Marine Corps. Fostering this attitude is particularly important when conducting tours or hosting visits of persons whose exposure to the Sea Services has been limited.

(2) For foreign port visits, ship's company and embarked personnel should prepare for visitors by receiving briefings on local customs and traditions.

(3) "Welcome Aboard" brochures, radio and television interviews with the commanding officer and brief accounts of significant events in the ship's history can all add to the effectiveness of a ship visit. Brochures should contain a photograph of the ship, historical and unclassified statistical data and a discussion of the ship's mission. If foreign port visits are anticipated, brochures should be translated.

(4) Explanatory signs should be prepared directing visitors through the ship and explaining systems and equipment. When overseas, the signs should be in both English and the host nation language, if possible.

(5) Opportunities should be arranged which allow local citizens to meet with members of the ship's company to share interesting backgrounds at appropriate times (e.g., during lulls in shipboard tours).

(6) An adequate number of selected and trained tour guides or escorts should be selected based on appearance, enthusiasm, personability and skill in expressing themselves. In all cases, guides should be trained and briefed in advance. Those who speak the host country's language should be used as hosts.

(7) Particular care must be exercised when news media representatives are invited aboard in a capacity other than their professional one. They should be treated as news media representatives regardless of their status as invited guests.

d. Coordination and Approval Authorities for Visits and Embarkations. General policy governing embarkations of civilians not associated with news media are contained in reference (g); policy for non-news-media visits to Marine Corps installations is provided in reference (e). The following outlines approval and coordination authorities for visits to and embarkations in ships and installations.

(1) Policy regarding coordination and approval authority for all embarkations and visits of news media is provided in Article 0306j (News Media Embarkations). See also Article 0515 (Use of Military Vessels and Aircraft for Public Affairs Purposes) and reference (g).

(2) Distinguished Visitor Programs that include senior news media business leadership may be brought aboard as distinguished persons if their function is corporate management and the visit or embarkation is for orientation purposes as part of an organized guest tour or embarkation (e.g., an executive participating in a DV guest embark). In such cases, CHINFO or DIRPA would be kept informed and all other provisions of this article (rather than Article 0306j) would apply. The visit and embarkation of correspondents (including managers of news departments or organizations) as opposed to corporate executives would be handled as per Article 0306j (e.g., required escorts, etc.) regardless of their being invited aboard in a capacity other than their professional one. Of paramount importance is the maintenance of security at the source. Whether the guest embarkation participant or visitor is a distinguished business executive associated with the communications industry (e.g., "news media") or another commercial enterprise, the provisions of this instruction and other pertinent directives will be applied in all circumstances; prior to the disclosure of information to members of the public, proper security and policy review will be conducted at the appropriate level to assure the protection of classified and sensitive unclassified military technology and information that requires protection as per chapter five (Security and Policy Review).

(3) The Unified Commander may approve non-news-media public affairs embarkations in that officer's area of responsibility and may delegate this authority.

(4) ASD (PA) coordinates with the appropriate service all non-news-media embarkations and visits of distinguished persons approved or requested by the Chairman of the Joint Chiefs of Staff, Unified or Specified Commanders or their subordinate commanders.

(5) Embarkations and visits associated with recruiting programs (e.g., educator orientation visits and command visits) will be handled and coordinated in accordance with this instruction and applicable directives issued by the Commandant of the Marine Corps (CMC) or COMNAVCRUITCOM.

(6) Congressional visits, while subject to this instruction, must be accorded a degree of flexibility to enable the Chief of Legislative Affairs to be responsive to extremely short notice requests. To meet such requests, the Office of Legislative Affairs (OLA) will promptly notify the appropriate command of an impending visit by a member of Congress, congressional committee or staff assistant. Commands receiving requests for Congressional visits from other channels shall inform OLA via the chain.

(7) When a guest embarkation is made in the area of responsibility of one command and guest debarkation occurs in a new command area, the command sponsoring the embarkation will coordinate travel by obtaining the concurrence of all cognizant commanders and CNO, CMC and ASD(PA) as appropriate.

(8) The embarkation of civilian women in ships is governed by reference (g).

e. Necessary Information for Embark Participants. Participants need certain information prior to their embarkation. The information provided below is best sent as an enclosure to the embark invitation, either by the commanding officer of the ship involved or another individual specified by the inviting official.

(1) Statement of the purpose of the embark program.

(2) Statement authorizing the embarkation and, if applicable, Carrier Onboard Delivery (COD) flights, with instructions for reporting aboard.

(3) Name and rank of the commanding officer and any embarked flag or general officer.

(4) Caution that guests should not accept an embarkation invitation unless they are in good health.

(5) Statement to the effect that the tempo of operations might cause changes in scheduling which could result in the invitation being withdrawn on short notice.

The following additional information should be included or provided by separate letter: recommended wardrobe, passport and immunization requirements, availability of emergency medical and dental facilities and ship's store and other facilities available. The commanding officer should also address the use of personal cameras. Under normal circumstances, camera use should be encouraged subject to certain restrictions. These restrictions may be enumerated once the guests arrive aboard. [As per paragraph 11 of reference (h), the commanding officer is responsible for the control of photography.] Included with this information should be a statement of fund reimbursement policy:

“The Department of the Navy has no specific authority to use its funds to defray or reimburse a Navy guest for his or her personal expenses. As a result, the

Department cannot provide you with transportation from your home to the port of embarkation or from the port of embarkation back to your residence. Your expenses for meals will be nominal while you are aboard a Navy ship or facility. You should make provisions to meet any extraordinary expenses which might arise. For example, if a personal or other emergency arises which necessitates your returning home during the embark, you should be prepared to use commercial transportation at your own expense from the most distant point on the itinerary.”

“Navy ships and aircraft, by their very nature, present certain hazards not normally encountered ashore. These hazards require persons on board to exercise a high degree of care for their own safety.”

“Acceptance of this invitation will be considered your understanding of the above limitations and arrangements.”

f. General Policy pertaining to Civilian Guest Embarkations . The following policies apply to all civilian guest embarkation programs:

(1) Guests are responsible for providing their own transportation to and from their residences. Because the programs are conducted at no additional cost to the government, participants must reimburse the Navy for living and incidental expenses.

(2) Because of the limited opportunities for embarkation, a guest’s opportunity to communicate his or her experiences to colleagues must be taken into account. For this reason, one of the criteria in guest selection is the extent of involvement in civic, professional and social organizations. A Distinguished Visitor (DV) is an individual who has not had substantial previous exposure to the Navy such as top-level executives and leaders or school principals, guidance counselors and teachers, all with a wide sphere of influence within their respective professions and communities. Embarks should not normally include DV’s spouses/family members unless the family member is a DV in his or her own right. In addition, guest embark participants should come from a variety of racial and ethnic backgrounds.

(3) Atlantic embarks will be made on ships operating between East Coast ports, or between the continental United States (CONUS) and the U.S. Caribbean ports of San Juan, Puerto Rico, or Charlotte Amalie (St. Thomas), U.S. Virgin Islands. Pacific embarks will be made on ships operating between West Coast ports; between CONUS and ports in Hawaii or Alaska; between ports within Hawaii and Alaska; or between Mexico and Canada if approved on a case-by-case basis. If embarkations begin and/or end in foreign countries, embarked visitors have the responsibility for coordinating his/her own passports, visas or other requirements to travel in that country.

(4) Guests will be informed of security restrictions in their pre-departure or welcome aboard briefing. Briefings should also include measures to be taken by the guests in case of emergency. Unclassified photography should be permitted aboard ship, as photographs renew guests’ feelings of identification with the ship. Guests will be advised of areas where photography is prohibited and security regulations will be courteously enforced.

(5) Guests will generally be billeted in officers' berthing if space permits and normally subsist in the wardroom. Guests need not be assigned separate rooms. If the length of the embarkation permits, guests should be invited to dine at least once in each mess aboard.

(6) Guests should generally be afforded the privileges of an appropriate mess, the use of the ship's laundry, and ship's store privileges. Navy Exchange privileges should be determined on a case-by-case basis, limited to emergent needs and to situations where other such services do not exist. It should also be limited to items of immediate personal use while aboard and souvenir items.

(7) Emergency medical and dental care will be provided when convenient civilian care is not available. In the event of injury or serious illness to civilians embarked in Navy ships and aircraft or visiting naval activities, commanding officers will notify their operational commanders, CHINFO and the cognizant area coordinator by message to OJAG WASHINGTON DC. If the injured civilian was aboard a Navy ship for the purpose of accompanying embarked Marines, the commanding officer will also notify DIRPA by message. Commanding officers of Marine Corps activities will notify their operational chain of command and DIRPA if the injury occurred during a visit to the Marine Corps installation or while accompanying Marine Corps units. In the event of an emergency not covered by Navy Regulations or other directives, the facts and circumstances shall be reported by message to SECNAV with information copies to other concerned commands and activities.

(8) Guests may be allotted time for side trips at their own expense when an itinerary includes a port call in an area of interest.

(9) As a souvenir of the embark, guests may be provided with a photograph of the ship, suitably inscribed by the commanding officer, or other memento prior to their departure.

(10) Public release about guest embarks will be limited to those initiated by the participants. Navy-originated releases will be avoided unless requested by the participants. News media queries will be answered fully, the purposes of the embarkation program offered and the fact stressed that no cost to the government is incurred.

(11) Guests who are members of the news media (e.g., "correspondents"), including managers of a newsgathering function (e.g., Vice President of a major news organization,) will be treated as though they were present in a news-gathering capacity. This means that questions and discussions will be handled in accordance with standard requirements governing the release of information to news media. See chapter three (Public Information). See also subparagraph d (2) above.

g. Joint Civilian Orientation Conference (JCOC) Visit. The JCOC is convened by the SECDEF to promote understanding of the Armed Forces and Coast Guard on the part of distinguished citizens in a variety of fields. The trip is usually five days of briefings, tours, static displays and observations of military and Coast Guard units in exercises. The trip includes a visit to Washington, D.C., with presentations by the civilian and military heads of the Department of Defense and the Military Departments. CHINFO is designated by SECNAV to plan and coordinate the Navy phase of the conference and evaluate and process nominations for conference participants originating within the Navy. Similarly, DIRPA has cognizance over the Marine Corps phase of the conference. CHINFO or DIRPA may delegate conference planning. Specific guidance regarding the criteria and procedures for selection of participants is promulgated in advance of the conference by CHINFO.

h. Distinguished Visitors (DV) Embarks. Guests under this program embark on an aircraft carrier, surface ship or submarine for daylight or overnight embarks.

(1) CHINFO will:

(a) Maintain a list of prospective guests nominated by area coordinators, high level officials of the Office of the Secretary of the Navy and others.

(b) Forward these nominations to fleet commanders for further coordination with Type, numbered fleet and Region commanders.

(2) Fleet commanders will provide oversight for the embarkations.

(3) Fleet and/or type commanders or their designated representative will maintain waiting lists, coordinate embarks, and advise CHINFO and the fleet commander when nominees are scheduled to embark.

(4) Host ships will, upon completion of the embark, submit brief feedback to the appropriate chain of command (copy to CHINFO), as soon as possible after embark completion. Feedback should include:

- (a) Name of ship;
- (b) Actual place and time of guest embarkation;
- (c) Actual place and time of debarkation;
- (d) Names of guests embarked, including notation on guests who may have departed earlier;
- (e) Any relevant events occurring during the embark, or lessons learned.

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(3) CHINFO will:

(a) Maintain a list of prospective guests nominated by Area Coordinators, high level officials of the office of the SECNAV and others.

(b) Issue SECNAV invitations to prospective guests at least six weeks prior to the embarkation date if possible.

(c) Draft letters of confirmation.

(d) Prior to the cruise, forward biographies of guests to the appropriate fleet commander in chief and designated SOPA.

(e) At least two weeks prior to the cruise, send a message with names of guests, position and firm, home address and telephone number to the appropriate fleet and type commander.

(4) Host ships will, upon completion of the cruise, submit CHINFO Report 5720-2 (Guest Cruise Completion Report) to CHINFO which will consist of:

(a) Name of ship;

(b) Actual place and time of guest embarkation;

(c) Actual place and time of guest debarkation;

(d) Names of guests embarked, including notation on any guests who may have departed early;

(e) Corrections to CHINFO Report 5720-1.

A) **i. Distinguished Visitor Cruises/Carrier Embarks.** Guests under this program embark on an aircraft carrier for one or several nights, and are the same type as those invited on SECNAV Guest Cruises.

(1) CHINFO will:

(a) Maintain a list of prospective guests nominated by area coordinators, high level officials of the Office of the SECNAV and others.

(b) Forward these nominations to type commanders and inform nominees they have been invited to participate in this program.

A) (2) Type commanders (AIRLANT/AIRPAC) or their designated representative will maintain waiting lists, inform nominees they have been invited, and advise CHINFO periodically when nominees have completed their embark.

(3) Host ships will:

(a) Submit CHINFO Report 5720-1 (Guest Cruise Itinerary Report) to the appropriate fleet commander in chief (copy to CHINFO, Area Coordinator and type commander) as soon as possible after designation of a host ship. Provide:

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1. Time and place of embarkation and any specific instructions.
2. Estimated time of embarkation and departure.
3. Destination and estimated time of arrival.
4. Employment of ship and other pertinent information, including intermediate port visits.
5. Number of billets available.
6. Name of commanding officer and embarked flag or other officer senior to the commanding officer.
7. Name of PAO and ship telephone numbers.
8. Estimated cost to guest.

(b) Notify CHINFO of any change to an itinerary which would require guests to remain aboard for longer periods than scheduled or involve an alternate port of debarkation.

(4) Hosts ships, upon completion of the cruise, submit CHINFO Report 5720-2 (Guest Cruise Completion Report) to CHINFO which will consist of:

- (a) Name of ship;
- (b) Actual place and time of guest embarkation;
- (c) Actual place and time of guest debarkation;
- (d) Names of guests embarked, including notation on any guests who may have departed early;
- (e) Corrections to CHINFO Report 5720-1.

j. Guest of the Navy Cruises. Guests under this program are drawn from mid-level management with no previous exposure to the Navy. Ideally, guests should include persons who have influence on the recruiting process, such as secondary school principals, guidance counselors, coaches and teachers. Cruises are normally two to three days, although cruises up to seven days are authorized. Longer cruises will not be approved unless special circumstances dictate otherwise.

- (1) Area Coordinators or designated representative will:
 - (a) Extend invitations to Guests of the Navy and include basic information outlined in Article 0405e (Necessary Information for Cruise Participants).
 - (b) Maintain a roster of prospective guests and notify the appropriate ship and fleet commander in chief when unable to fill any allocated billet.

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(c) Ensure that guests on cruises to or from a Mexican port are aware that they must have a passport or a Tourist Card in their possession before arriving in Mexico. Tourist Cards may be obtained from Mexican Tourist Bureaus in major cities or from airlines serving Mexico.

(d) Submit CHINFO Report 5720-1 as per paragraph 0405h(2)(9) (R)
above.

(2) Fleet commanders in chief or designated representatives will:

(a) Request nominations for cruises and allocate billets to local coordinators (e.g., bases) at least two weeks prior to each quarter.

(b) Make CHINFO an information addressee on all messages pertaining to guest cruises, including ship assignments, points of embarkation and debarkation, cruise dates and number of billets.

(3) CHINFO will:

(a) Forward names of any prospective participants to Fleet commanders in chief or designee.

(b) Monitor conduct of the program.

(4) Host ships will:

(a) Submit CHINFO Reports 5720-1 (Guest Cruise Itinerary Report) and 5720-2 (Guest Cruise Completion Report) as per paragraphs 0405h(2)(a) and 0405h(4) respectively. (R)

k. "Go Navy" Cruises. This program consists of cruises for community leaders who can assist local recruiting efforts and prospective candidates for enlisted and officer programs. Billets allocated under this program will be filled directly by the COMNAVCRUITCOM. Examples of the community leaders who qualify for consideration are secondary school principals, guidance counselors, coaches and teachers. "Go Navy" Cruises take place on any type of ship underway for one or two days. Ideally, ships return to the port at which guests were embarked. Cruises are conducted at no cost to the government. Transportation to and from the ship, meals and other incidental expenses shall be paid by the guest.

(1) Each fleet commander in chief or designee will:

(a) Submit to COMNAVCRUITCOM ship names, points of embarkation and debarkation, cruise dates and number of guest billets available. Lists must be received by COMNAVCRUITCOM 30 days prior to the beginning of each quarter.

(2) COMNAVCRUITCOM will:

(a) Function as Program Manager for the "Go Navy" Cruise program.

(b) Immediately upon receipt of fleet nominations of cruises, allocate billets to Navy Recruiting Districts, ensuring that fleet commanders in

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chief, numbered fleet commanders, type commanders and designated ships are kept informed.

(c) Monitor the program, reallocating billets when necessary and keeping all concerned informed.

(3) Commanding Officers, Navy Recruiting Districts, will:

(a) Function as Cruise Coordinators.

(b) Maintain a roster of prospective guests.

(c) Extend personal invitations to guests, advising them of personal expenses they will be required to bear and other information required by Article 0405e (Necessary Information for Cruise Participants).

(d) Notify COMNAVCRUITCOM and the appropriate ship without delay when unable to fill any allocated billet.

(e) When a firm guest list is compiled, forward names of guests by message to the host ship with information copies to the appropriate fleet commander in chief, type commander and COMNAVCRUITCOM. (Lists shall include: name, position, age, civic or professional affiliation, hometown and primary next of kin.)

(4) Commanding officers of host ships will:

(a) Coordinate details with the appropriate Commanding Officer, Navy Recruiting District, when a final guest list is received.

(b) Keep all concerned advised of changes to ship's schedule which could affect the cruise.

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0406 RELATIONS WITH SERVICE-RELATED, CIVILIAN AND PROFESSIONAL GROUPS**a. Basic Guidance**

(1) Positive, professional relations between the key command officials (senior commander and principal assistants including the PAO) and local civic leaders are essential to effective community relations. Such relations are fostered officially, through authorized military participation in local civic programs, and unofficially, by naval personnel serving in civic organizations as private citizens.

(2) Navy and Marine Corps membership in local civic and professional organizations enables the Services to build strong relationships with influential civilians. Command personnel should be encouraged to join such organizations at their own expense.

(3) The PAO should maintain an organization reference file that includes names, officers, addresses, official missions, meeting places and times of local organizations.

(4) The commander and the PAO should seek opportunities to attend and, if invited, serve as ex officio members of key civic organizations representing a wide spectrum of the community, such as the Chamber of Commerce. There may be restrictions on accepting membership in certain organizations. Reference (s) prohibits naval personnel from accepting honorary membership in any trade or professional association that includes defense contractors in its membership.

(5) Local commands should host key civic leaders and groups for command tours and briefings.

(6) Basic references on this topic are (d), (i) and (s).

b. National Organizations. With the exception of the national capital area, local commanders may deal directly with local and regional chapters of national organizations. Tables 4-1 through 4-4 will assist commands in determining suitability of participation. Refer questions of suitability beyond the scope of this guidance via the chain to CHINFO or DIRPA. ASD(PA) serves as the principal point of contact for all national organization headquarters (including their local and regional chapters in the national capital area) on all matters, except as discussed below.

(1) If an organization requests information which bears directly on the Navy or Marine Corps, the organization should deal directly with CHINFO or DIRPA who will coordinate with ASD(PA) as necessary.

(2) If an organization desires a Navy or Marine Corps speaker, the organization should file its request with CHINFO or DIRPA who will keep ASD(PA) informed as necessary.

(3) If an organization requests information about contracting, it should obtain information directly from the cognizant contracting officer who will keep CHINFO or DIRPA informed via the chain.

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(4) If an organization desires technical or scientific information, it should request it directly from either the Chief of Naval Operations (OP-09N) or the Commandant of the Marine Corps (Code INTC).

(5) If an organization desires scientific or technical services, it should coordinate with the Defense Logistics Agency.

c. Base-Community Council. A council of base and community leaders can serve as an excellent forum for improving community relations. The Base-Community Council is an organization of Navy or Marine Corps leadership and local community leaders in the business, religious, educational and professional sectors. PAOs should monitor the changing community climate and recommend changes to Council membership. Table 4-6 is a sample Council organization plan for a large base and should of course be modified to reflect the local community and command. Objectives of the Council are to:

- (1) Identify common interests and support efforts of mutual concern.
- (2) Enlist complete involvement of both military and community leadership in problem-solving.
- (3) Stimulate military and military family use of community facilities and services through information exchange.
- (4) Promote civilian understanding of the Maritime Strategy and the role played in this Strategy by the local command.
- (5) Coordinate timing and activities of major military and civilian community relations events to minimize conflicts.
- (6) Give continuity to the community relations programs of the military and key civic organizations.

An effective way to stimulate community support for base-community councils is to seek the aid of influential civilians in establishing the council. Another means to establish the council with reduced membership would involve the formation of a military affairs council as part of the local Chamber of Commerce organization. In either case, appeals to influential civilians should be made by the local commander whose PAO can assist by briefing civilians on matters of mutual interest to the military and the community. This briefing should include a discussion of the base mission, its economic impact on the community and base services available to the community. After support is offered to the local commander, the commander should invite the mayor, Chamber of Commerce president, chairman of the county commissioners and any other leading citizen to elect among themselves a council co-chairperson. The commander can then ask the co-chairperson to invite other key civilians to serve as members of the four major Council committees.

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**TABLE 4-6:
BASE-COMMUNITY COUNCIL**

Council Officers

- Senior Local Commander (Co-chairperson)
- Elected Civilian Co-chairperson
- Local Mayor, City Manager, County Executive
- Public Affairs Officer

**PUBLIC SAFETY
AND HEALTH
COMMITTEE**

- Security Officer or
Chief of Military
Police*
- Senior Medical Officer
- Safety Officer
- Staff Judge Advocate
- Local Law Enforcement
Chiefs
- Highway Official

**HOUSING AND
HOSPITALITY
COMMITTEE**

- XO/Chief of Staff*
- Public Works/Materiel
Officer
- President, Realtors
Association
- President, Retail
Merchants Association
- Procurement Officer
- Housing Officer
- Exchange Officer
- Chamber of Commerce
Representative

**PERSONNEL
WELFARE
COMMITTEE**

- Chaplain*
- Family Services
Center representative
- Head, Ministerial
Association
- Parks/Recreation
Association
- USO Director
- School Superintendent
- Community Arts Council
Representative
- College President
- Red Cross Director
- Directors of Wives
and Womens Clubs

**CITIZENSHIP AND
COMMERCE
COMMITTEE**

- Senior Military Officer
or Senior Enlisted*
- Public Affairs Officer
- Civic Club Presidents
- Leadership (i.e.,
Station Manager,
Editor in Chief)
of local media
- Reserve Unit COs
- Veterans'
Organizations
- NROTCU CO
- Leadership of Military-
Related Organizations
(i.e., Navy League,
FRA, etc.)

*Denotes Committee Chairperson. A civilian committee co-chairperson should also be appointed. Committee chair assignments should be rotated, including military assignments if feasible. This sample organization should be tailored to best suit local circumstances. Many Councils would be organized on an ad hoc basis and convened only when issues warrant. In cases where more than one city is close to the base, representation of each town and county must be equitable to avoid feelings of favoritism.

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d. Veterans' Organizations. National veterans' organizations include, but are not limited to, the American Legion, Veterans of Foreign Wars, Disabled American Veterans, Military Order of the World Wars, Medal of Honor Society, Catholic War Veterans, Jewish War Veterans, Vietnam Veterans of America and American Veterans of World War II, Korea and Vietnam. Each year, the national veterans' organizations request DoD support for their national conventions. At conventions with multi-service support requirements, ASD(PA) may assign a DoD coordinator.

e. Military-Related Organizations. There are many associations composed mainly of current and former members of military services interested in promoting a strong national defense. Some of these organizations are described below.

(1) Navy/Marine Corps Council. The Navy/Marine Corps Council was established by the Secretary of the Navy in Washington, D. C., on 8 February 1967. It is composed of 13 Navy and Marine Corps related organizations, discussed in succeeding paragraphs. The mission of the Council is to promote the efforts of member organizations in areas of common interest by exchanging information and coordinating efforts. The Navy and Marine Corps, as a matter of policy, provide full support to the activities of the Council on both national and local levels. Close liaison with local chapters can result in improved community relations and a valuable resource for recruiting, retention and family assistance. The Council is composed of:

- (a) The Fleet Reserve Association
- (b) Naval Reserve Association
- (c) Naval Enlisted Reserve Association
- (d) Marine Corps Reserve Officers Association
- (e) Navy Club of the U. S. A.
- (f) Navy League of the United States
- (g) Marine Corps League
- (h) Women Marines Association
- (i) Bluejackets Association
- (j) Navy Wives Clubs of America
- (k) Naval Order of the U. S.
- (l) Association of Naval Services Officers (ANSO)
- (m) National Naval Officers Association (NNOA)
- (n) Women Officers Professional Association

A)

(2) Fleet Reserve Association. Founded on 1 November 1924, the Fleet Reserve Association, a member of the Navy/Marine Corps Council, is chartered under the laws of the Commonwealth of Pennsylvania. With 348 local branches, the Association claims over 160,000 members.

(a) The mission of the Association is to support an adequate national defense; to assist in the recruitment of personnel for the Navy, Marine Corps and Coast Guard; to serve enlisted personnel of all three Services by advocating and supporting beneficial personnel legislation; and to help with individual career problems by maintaining liaison with the Department of Defense, Veterans' Administration and other government agencies and departments.

(b) The Association's principal program is the active support of current legislation before the Congress affecting military personnel and their families.

(c) The Association publishes "Naval Affairs" monthly. The national headquarters address is:

Fleet Reserve Association
1303 New Hampshire Avenue, N. W.,
Washington, D. C., 20036

(d) Membership eligibility: all enlisted personnel of the U. S. Navy, U. S. Marine Corps or U. S. Coast Guard serving on active duty, in the Fleet Reserve components or retired on length of service or disability; reservists of these three Services who are serving on extended active duty in excess of 30 days, or who are on the Reserve Retired Roll and are in receipt of Reserve Retired Pay, or who have completed 20 years of creditable service and have been placed on the Reserve Retired List but are not yet in receipt of retired pay; and commissioned officers who have at least one day of enlisted service.

(3) Naval Reserve Association. Founded on 7 September 1954, the Naval Reserve Association has over 200 local chapters and over 24,000 members.

(a) The mission of the Association is to promote the interests of the Navy Department and the U. S. Naval Reserve and support the naval and military policies of the United States. The Association provides an educational program to inform Naval Reservists and foster their professional growth and an ongoing program to provide information to politicians and private citizens regarding the relationship between a strong Navy and Naval Reserve and the Nation's welfare and security. The Association stimulates a deep sense of individual obligation in the Naval Reservist toward the Navy and supports the naval sciences and related educational efforts.

(b) The Association's principal programs are the Navy Sabbath, Naval Junior Reserve Officer Training Corps (NJROTC) libraries, support of NROTC and NJROTC, support of active and reserve Navy recruiting, support of legislative proposals of benefit to the Navy and the Naval Reserve and the professional development of Naval Reserve Officers.

(c) The Association publishes "Naval Reserve Association News" monthly. The national headquarters address is:

Naval Reserve Association
1619 King Street
Alexandria, Virginia 22314

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(4) **Naval Enlisted Reserve Association.** Founded on 25 March 1957, the Naval Enlisted Reserve Association (NERA) has over 150 local chapters and over 16,500 members.

(a) The mission of the NERA is to promote and maintain, in the interest of national defense, career enlisted service in the Naval Reserve, Marine Corps Reserve and Coast Guard Reserve.

(b) The NERA's principal program is "Operation Welcome Back," a program designed to welcome Navy, Marine Corps and Coast Guard veterans returning to their communities from active duty. The Association publishes NERAGRAM bi-monthly.

(c) Membership eligibility: Reserve enlisted personnel of the Navy, Marine Corps or Coast Guard in an active duty, inactive duty or retired status are eligible for active membership. All others recommended by an active member are eligible for an associate membership.

(d) The national headquarters address is:

Naval Enlisted Reserve Association
6703 Farragut Avenue
Falls Church, Virginia 22042-2189

(5) **Marine Corps Reserve Officers Association.** Founded on 10 November 1926, the Marine Corps Reserve Association has approximately 110 local chapters and approximately 5,500 members.

(a) The mission of the Association is to foster advancement of the professional and technical skills of reserve officers; to promote their interests and stimulate interest in the part of the Marine Corps in its reserve officers; to represent and assist individual members and to promote the interests of the Marine Corps in preserving the security of the United States.

(b) Principal programs include active support of Marine Corps recruiting, Marine family assistance, involvement in NROTC, NJROTC and civic affairs.

(c) Membership eligibility: Marine Corps reserve officers on active or inactive duty qualify for active membership, and regular or retired officers of the Marine Corps and officers of other services who served with or were attached to Marine Corps units are eligible for associate memberships.

(d) The Association publishes "The Word," a bimonthly magazine.

(e) The address of the national headquarters is:

Marine Corps Reserve Officers Association
201 N. Washington St., Suite 206
Alexandria, Virginia 22314

(6) **Navy Club of the U. S. A.** Founded in 1938 and chartered by an Act of Congress in 1940, the Navy Club has 29 "ships" and a total membership of over 3,000.

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(a) The Navy Club encourages, promotes and maintains fellowship among its members; reveres, honors and perpetuates the memory of deceased members; promotes and encourages public interest in the Navy and its history and upholds the spirit and ideals of the Navy.

(b) The Club's principal programs include active recruiting support, support of NJROTC and the administration of scholarships.

(c) An autonomous group within the Club, called the Quarterdeck Commission, publishes "Quarterdeck" five times a year.

(d) The national headquarters address is:

Navy Club of the U. S. A.
P. O. Box 10577
Ft. Wayne, Indiana 46853

(7) **Navy League of the U. S.** Founded in 1902, the Navy League has over 300 local councils with a total membership of 55,000.

(a) The Navy League's mission is to serve as a principal point of liaison between the maritime forces of the Nation and the general public, and to provide the public with current information on the importance of maritime strength, the threats posed by other maritime powers and the problems and needs of our own maritime forces.

(b) Principal programs of the Navy League are the operation of the Navy Sea Cadet Corps, Maritime Seminars, recruiting support, Navy League Leadership Awards, Navy Day, the annual Sea-Air-Space Exposition in Washington and the Leadership Awards program.

(c) The Navy League publishes "Seapower" Magazine and the "Seapower Almanac."

(d) National headquarters address:

Navy League of the U. S.
2300 Wilson Boulevard
Arlington, Virginia 22201

(e) **Membership eligibility:** Any citizen of the U.S. proposed by a member of the Navy League. Military personnel are not eligible for membership while they are serving on active duty.

(8) **Marine Corps League.** Founded in 1923 and chartered by Congress in 1937, the Marine Corps League has over 450 local detachments with a total membership of 25,000.

(a) The mission of the League is to preserve and promote the traditions and interests of the Marine Corps; fellowship of all Marines; ideals of American freedom, democracy and citizenship; to aid voluntarily all Marines, former Marines, their widows, widowers and orphans; to perpetuate the history of

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the Marine Corps and, by fitting acts, observe the anniversaries of historical interest to Marines.

(b) Principal programs of the League include the Scholarship Foundation, Young Marines Program, Service and Rehabilitation Program, Youth Physical Fitness Program, Veterans' Administration Volunteer Service Program and legislative representation.

(c) The League publishes "MCL League" magazine quarterly. Its national headquarters address is:

The Marine Corps League
956 North Monroe Street
P. O. Box 11100
Arlington, Virginia 22201

(d) Membership eligibility: Persons who are serving or who have served honorably in the Marine Corps for not less than 90 days, and persons who are serving or who have served in the Marine Corps Reserve and have not earned less than 90 Reserve retirement credit points.

(9) Women Marines Association. Founded in 1960, the Association has over 80 local chapters and a total membership of over 3,000.

(a) The mission of the Association is to perpetuate fellowship among its members and to promote the welfare of all women of the Marine Corps; to encourage responsible civic leadership and citizenship; to foster patriotism; to preserve Marine Corps traditions and to maintain a high esprit de Corps; to instill ideals of patriotism in American youth through education and by personal example; to support those who work to elevate American moral standards, prestige and world leadership; to strive for achievement of greater understanding and stronger action among the women of the world for lasting peace.

(b) The Association's principal programs include a scholarship program for members and the children or grandchildren of members; the Molly Marine Awards for graduates of the Woman Officer Basic Course, Noncommissioned Officer Leadership Course and Recruit Training; participation in the Women's Forum on National Security; assistance to recruiting, veterans' organizations, community service and civic groups.

(c) The Association publishes "WMA 'Nouncements" every quarter. It has no national headquarters office.

(d) Membership eligibility: Any woman Marine who has completed 90 days of active duty and who is currently on active duty, a member of the Reserve, retired or separated under honorable conditions. Members residing in areas where no chapter exists are carried on national rolls as "members-at-large."

(10) Bluejackets Association. Founded in 1977, the Association has 5 chapters with a total membership of 2,800.

(a) The mission of the association is to strengthen and preserve the fraternal bonds among those who wear or have worn the uniform of the sea services; to educate the public on issues that affect the sea services; to support the sea

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services as peacekeeping forces; and to support the rebuilding of the U. S. flag merchant fleet.

(b) The association's principal programs are Congressional liaison, support of sea service oriented facilities, the Naval Sea Cadet Corps and the RTC Great Lakes Outstanding Recruit Program.

(c) The association publishes "Bullhorn" every quarter. Its national headquarters address is:

Bluejackets Association
P. O. Box 366
North Chicago, IL 60064

(d) Membership eligibility: All persons who subscribe to the purpose and mission of the association.

(11) **Navy Wives' Clubs of America, Inc.** Chartered in May, 1936, ~~the~~ organization has over 100 local clubs with total membership exceeding 3,000.

(a) The mission of the Navy Wives Clubs is to promote friendship and social activity among wives of enlisted personnel of the Navy, Coast Guard, Marine Corps and the active reserves of those Services; to extend relief to needy members and to encourage membership for the purpose of contentment and enlightenment.

(b) The organization's principal programs include a scholarship foundation, promotion of patriotism and the development and promotion of military and civilian projects on the local level in both the U. S. and overseas.

(c) The organization publishes "Navy Wives News" monthly, and its national headquarters address is:

Navy Wives Club of America, Inc.
P.O. Box 6971
Washington, D. C. 20032

(d) Membership eligibility: Wives or widows of enlisted men of the Navy, Marine Corps, Coast Guard or the active reserves of those programs or the wives and widows of men who have been honorably discharged with pay, retired or transferred to the Fleet Reserve.

(12) **The Naval Order of the United States.** Founded in 1890, the Naval Order of the United States has eight local groups with a membership over 1,000.

(a) The mission of the Naval Order is to retain for posterity the names and memories of the great naval commanders, their companion officers and their subordinates in the wars fought by the United States; to encourage research and publication of literature pertaining to naval art and science; to establish libraries in which to preserve all documents, rolls, books, portraits and relics relating to the Navy and its heroes; maintain biographical archives and bestow awards.

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(b) The principal program is to promote and record naval history.

(c) The national headquarters address is:
Naval Order of the United States
P.O. Box 1417
San Francisco, California 94101

(d) Membership eligibility: those who have served as commissioned officers in the U. S. Navy, Marine Corps or Coast Guard and their descendants over 21 years of age.

(13) Association of Naval Services Officers, Inc. Founded in 1981.

(a) The mission of ANSO is to assist the Navy and Marine Corps recruiting organizations in attracting qualified Hispanic candidates for officer programs and to assist the Services in retaining Hispanic officers.

(b) ANSO's principal program is assistance to recruiting.

(c) National headquarters address is:
Association of Naval Services Officers, Inc. P.O. Box 23252
Washington, D.C. 20046

(14) National Naval Officers Association. Founded in 1971, NNOA has 17 chapters and a membership over 560.

(a) The mission of the Association is to assist the naval services in improving minority recruitment and retention and encourage maximum minority participation in the naval services.

(b) The principal programs of the Association are the promotion and assistance of minority recruitment and retention of minorities in the naval services and the identification of minority problem areas in the services.

(c) National headquarters address is:
National Naval Officers Association
P.O. Box 46214
Washington, D.C. 20024

(d) Membership eligibility: Membership is open to all active, reserve and retired Navy, Marine Corps and Coast Guard officers as well as students in college (i.e., ROTC) and military-preparatory school programs.

A)

(15) Women Officers Professional Association. Navy and Marine Corps installations at several locations have Women Officers Professional Associations, established for the purpose of better professional counseling of women officers and to recommend ways to improve woman officer training, utilization and other matters of concern. The address of the Washington, D. C., chapter, which maintains information on all other chapters, is:

Women Officers Professional Association
P. O. Box 1621
Arlington, Virginia 22210

f. Other Naval and Military-Related Organizations. There are several naval- and military-related organizations that are not members of the Navy-Marine Corps Council. The organizations include:

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(1) **Navy Wives Clubs (Not Affiliated with NWCA).** In addition to local organizations incorporated with the Navy Wives Clubs of America, Inc., there are many unaffiliated local wives clubs in various locales. Officers in command, chaplains, public affairs officers and others have long recognized the value of these organizations, especially to the families of personnel on deployment. The Clubs offer constructive and enjoyable recreational programs and mutual assistance in emergencies. Navy wives clubs also offer the commanding officer a channel through which command internal information can be disseminated on reasons for deployment and operating tempo changes, scheduled dates of return to homeport and other information of interest to Navy families. Many clubs have scholarship programs. In recognition of the contribution of all wives clubs to personnel well-being and morale, the Navy and Marine Corps extend those clubs special status as explained below.

(a) The Commander, Naval Military Personnel Command, monitors Navy relations with all Navy Wives Clubs not affiliated with the Navy Wives Clubs of America, Inc.

(b) Individual commanding officers extend support to local clubs within limits of command resources and propriety. General guidelines for "routine support" are provided in Article 0408a (Specific Requirements on Use of Material and Loan of Facilities). The following is a list of specific measures that are considered to be within the scope of routine support.

1. Use of military facilities for club meetings and working assignments.
2. Reasonable level of assistance in fund-raising activities for appropriate special projects of a local wives club.
3. Use of office equipment on a not-to-interfere basis with operational requirements.
4. Active support of educational programs, including but not limited to the lending of films, printed material and videotapes to clubs and the provision of Navy and Marine Corps speakers to raise career consciousness on the part of families.
5. Guidance and assistance in publicizing the activities of clubs, both internally and externally.
6. Encouraging an active role on the part of Navy families in community affairs, particularly as their conduct reflects on the nation and on the Armed Services.

(c) Commands should consult CHINFO or DIRPA for approval of an exception to policy if a local club's support request falls outside the the guidance enumerated above but is considered in the best interests of the Navy, Marine Corps or command.

(2) **Navy Wifeline Association.** Established in 1956, the Association was intended to provide an avenue of communication between the Department of the Navy and all Navy and Marine Corps wives, wives' groups and related service organizations. Its Washington headquarters is staffed by volunteers under an

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executive director. The Association produces several publications of interest to Navy wives, including:

- (a) Sea Legs, a handbook targeted toward the new Navy wife,
- (b) A series of guideline publications, such as social hints, guides for the wives of commanding officers, etc., and
- (c) "Wifeline Magazine," a quarterly periodical produced by the Navy Internal Relations Activity. The publication offers news and current features for Navy families and is distributed free of charge through exchanges, commissaries, hospitals and clinics.

Wifeline volunteers also answer requests for information about moving, medical expenses, new duty stations and related topics. The Association can be reached at this address:

Navy Wifeline Association
Building 40
Washington Navy Yard
Washington, D. C. 20374

(3) **Defense Advisory Committee on Women in the Services (DACOWITS).** This Committee, composed of nationally prominent women and men in all occupational fields, advises SECDEF on matters concerning women in the armed services. It recommends measures to use women more effectively and improve their training, housing, health, recreation and general welfare. DACOWITS members maintain liaison with numerous womens' organizations nationally and locally to promote a wider public understanding of women in the armed services. Members also implement information programs on servicewomen's activities in concert with other events, such as Armed Forces Day and various programs publicizing the need for professional medical personnel. DACOWITS plays an active role in recruiting assistance and in professional counseling of women regarding careers in the military.

(a) DACOWITS members visit Navy and Marine Corps commands on a regular basis to confer with servicemembers to assure mutual understanding and cooperation.

(b) Commands may submit annual nominations for membership on DACOWITS. Nominations will be submitted in accordance with information promulgated annually by CHINFO and DIRPA.

(4) **Women Officers Professional Associations.** Navy and Marine Corps installations at several locations have Women Officers Professional Associations, established for the purpose of better professional counseling of women officers and to recommend ways to improve woman officer training, utilization and other matters of concern. The address of the Washington, D. C., chapter, which maintains information on all other chapters, is:

Women Officers Professional Association
P. O. Box 1621
Arlington, Virginia 22210

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(5) Amateur Scientific Groups. Navy and Marine Corps commands will cooperate where feasible in the activities of bona fide scientific groups. Beyond the constraints levied by Article 0402 (Principles Governing Participation in Community Relations Events), special limitations may be placed on cooperation with amateur scientific groups. The cognizant office for evaluating amateur scientific proposals is the Office of Naval Research. Commands receiving requests for cooperation directly from such groups shall forward them, via the chain, to the Office of Naval Research prior to taking further action in support of the group or their request.

(6) Youth Organizations. With the exception of special youth organizations operating under a federal charter, youth groups that request Navy or Marine Corps assistance should be supported as a normal element in a command community relations program. Federally chartered organizations--The Boy Scouts of America; Girl Scouts of the U. S. A.; Boys Clubs of America; Camp Fire Girls, Inc.; Civil Air Patrol and Naval and Sea Cadet Corps--are entitled to special cooperation as outlined in reference (l). See also reference (k). In certain cases, Navy League Shipmates and Naval Junior Reserve Officer Training Corps are also eligible for special cooperation.

(a) The Chief of Naval Education and Training (CNET) is responsible for coordinating the Naval Junior Reserve Officer Training Corps.

(b) COMNAVCRUITCOM is responsible for coordinating the Naval Sea Cadet Corps programs and acts as Navy liaison with the Boy Scouts of America and Girls Scouts of the U. S. A.

(7) Navy Relief Society. Incorporated in January 1904, the Navy Relief Society collects, holds and dispenses funds to personnel of the Sea Services and their families in times of need. The Society's principal programs include financial assistance, educational assistance, operation of thrift shops, children's waiting rooms, visiting nurse programs, personal financial management training and counseling. SECNAV promulgates a notice which outlines support for the Society in the coming year. As a general rule, the services provided by the Society should receive wide coverage by internal media of the Navy and Marine Corps. Membership eligibility requirements:

(a) Officers and enlisted personnel of the U. S. Navy and U. S. Marine Corps;

(b) Members of the reserve components of the Navy and Marine Corps when on active duty;

(c) Persons on the retired list of the services listed above who are in receipt of retired or retainer pay after 20 years of active duty;

(d) Members of the Fleet Reserve;

(e) Personnel of the U. S. Coast Guard and Coast Guard Reserve on active duty when serving as a part of the U. S. Navy in time of war;

(f) Dependents of living or deceased members of the Services and components listed above.

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The organization's headquarters address is:

Navy Relief Society
Suite 1228
801 North Randolph Street
Arlington, Virginia 22203

(8) Association of Naval Aviation (ANA). Founded in 1975, ANA has over 25 local squadrons with over 10,500 members. Its objectives are to stimulate and extend appreciation of naval aviation; to assist the active and reserve military establishment; and to promote communication between the military, business and academic communities on issues of maritime aviation. The organization's principal programs include Naval Aviation awards, speakers bureau to promote naval aviation goals, film and videotape programs for Navy and public television use. ANA publishes "Wings of Gold" quarterly. The ANA's headquarters address is:

Association of Naval Aviation
5205 Leesburg Pike
Suite 200
Falls Church, VA 22041

(9) U. S. Naval Institute (USNI). Founded in 1873, USNI has over 90,000 members, including regular, reserve and retired officers of the Navy, Marine Corps, Coast Guard and interested civilians. Its mission is to advance professional, literary and scientific knowledge in the naval and maritime services and to advance the knowledge of seapower. Programs include essay and photo contests, award programs, library of ship and aircraft photos, oral history, color print program, seminars and book publishing. USNI publishes "Proceedings" monthly and the "Naval Review" annually. The USNI headquarters address is:

U. S. Naval Institute
Annapolis, MD 21402

(10) Reserve Officers Association of the U. S. (ROA). Founded in 1922, ROA has over 700 local groups with a membership of over 121,000. Membership is open to reserve, active and retired officers or warrant officers of the Army, Navy, Air Force, Marine Corps, Coast Guard, Public Health Service (USPHS) and National Oceanographic and Atmospheric Administration (NOAA). Its programs include competitions and awards hall of fame, Henry J. Reilly memorial library on military and national security and college scholarship awards. Its publications are "The Officer" and "ROA National Security Report" published each month. The headquarters address is:

Reserve Officers Association of the U. S.
One Constitution Avenue, N.E.
Washington, D. C. 20002

(11) Non-Commissioned Officers Association of the U. S. A. (NCOA). Founded in 1960, NCOA has over 250 local groups and a membership of approximately 185,000. It offers veterans job assistance, legislative representation and grants. Its programs include a Scholarship Foundation for dependents and various award and charitable programs. Members are non-commissioned and petty officers (E4-E9) from all branches of the Armed Forces, including active duty and

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retired personnel and members of the Reserve and National Guard components.
Headquarters address is:

Non-Commissioned Officers Association
P. O. Box 33610
San Antonio, TX 78233

(12) **The Retired Officers Association (TROA).** Formed in 1929, TROA's membership is over 250,000. Its mission is to promote patriotism, advocate a strong national defense and aid active and retired personnel of the various services, their families and survivors. Membership is open to all active or retired commissioned or warrant officers in the Armed Forces, USPHS or NOAA, including Reserve and National Guard components of those services. Its programs include legislative programs, employment assistance, membership services and a scholarship program. TROA publishes "The Retired Officer" monthly. Its headquarters address is:

The Retired Officers Association
201 N. Washington Street
Alexandria, VA 22314

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0407 FISCAL POLICY FOR COMMUNITY RELATIONS

a. General. Fiscal expenditures for community relations programs will be kept to the minimum necessary to accomplish official objectives. Additional costs may be authorized when participation in certain events is deemed to be in the best interests of the Navy or Marine Corps. The determination of payment will be based on whether the event falls into the category of "primary interest" or "mutual interest," as explained below.

b. Events of Primary Interest. The costs of events of primary interest will be borne by the Navy, Marine Corps or other participating Armed Forces units. The funding of some events of primary interest may be approved by the local military commander, while others require approval by CHINFO, DIRPA and ASD(PA). Whether funding approval is given by the local commander or higher authority, the funding source is always the participating units unless advised otherwise by higher authority. NOTE: This policy does not apply to Navy Bands.

(1) Events involving Navy or Marine Corps participation that require the approval of CHINFO or DIRPA include those in the national interest or of unique benefit to the United States; and professional, scientific or technical events of interest to the Navy or Marine Corps. Requests for funding approval must be submitted to CHINFO or DIRPA 60 days prior to the event.

(2) Subject to the guidance of this chapter and other pertinent directives, local commanders are authorized to approve expenditures which fulfill DoD, Navy or Marine Corps community relations goals, including but not limited to civic-sponsored public observances of either the United States or a host country and other official ceremonies, functions and speaking engagements. Local commanders are further authorized to approve expenditures in support of local Navy and Marine Corps recruiting activities.

c. Events of Mutual Interest. Events of mutual interest are those in which both the Navy or Marine Corps and a private individual or group have an interest and may derive benefit. Such events are carried out with the civilian sponsor bearing the cost of any expense beyond the unit commander's share of costs. The commander's share of costs are those continuing costs that would exist even if the Navy or Marine Corps did not participate. These include normal personnel pay and allowance, small incidental expenses such as local transportation and telephone calls and other minor expenses. The use of flights of opportunity or scheduled military flights to airlift personnel, equipment or exhibitry is also considered part of a commander's share of costs. Cost sharing also applies to events in which other services participate and must contribute funding.

(1) The civilian sponsor of a mutual interest event must reimburse the Navy for additional costs, including but not limited to: travel cost of military personnel and equipment; per diem payable under federal Joint Travel Regulations; cost of shipping exhibits when commercial means are used; rental space, utilities and custodial services; and the cost of shipping aviation fuel if it is not available at a military contract price at the required location. See also subparagraph (4) below. Also included in the cost share of a civilian sponsor is any additional services determined necessary by the participating military units and agreed to by the civilian sponsor. The participating unit may waive the per diem cost and accept locally furnished meals and quarters, but only if they meet military

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standards. Sponsors will also provide local area ground transportation and any other required services.

(2) The static display of aircraft and the appearance of aerial demonstration teams are considered events of mutual interest, unless specifically designated as primary interest events by ASD(PA). For such events, civilian sponsors must be willing to pay the additional costs discussed in subparagraph (1) above, such as per diem, travel, etc. Performance teams and other units desiring to take part in such events on a primary interest basis must submit their request with full justification for an exception to policy through the chain of command to CHINFO or, in the case of Marine Corps units, DIRPA.

(3) Unless otherwise specified, requests for appearances or tasking of units are made on a mutual interest basis.

(4) There are limitations on authorized methods of reimbursement. Customarily, reimbursement is by check made payable to the Treasurer of the United States. Naval personnel are prohibited from receiving individual reimbursement unless permission is granted on a case-by-case basis by the officer in command. See reference (d).

d. Assistance in Local Disasters. Navy and Marine Corps commands will offer and provide assistance to local adjacent communities in the event of a disaster or other emergency, keeping CHINFO or DIRPA advised of circumstances and actions taken. Commands lending emergency assistance should understand that assistance requiring the efforts of various levels of government is normally coordinated by agencies earmarked for such work, such as the Federal Emergency Management Agency. Accordingly, inasmuch as emergency assistance may attract national attention and lead to the involvement of other governmental agencies, CHINFO or DIRPA will keep ASD(PA) informed. Navy and Marine Corps commands will also participate in civil defense planning with local and regional officials. Reference (i) contain procedures for financial arrangements when assistance is provided to the public under provisions of the Civil Defense Act of September, 1950 (64 Stat. 1109 and 42 USC 1855). Additional guidance and details on emergency assistance can be found in Articles 035500 through 035510 of reference (i) and reference (j).

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**0408 USE OF NAVY AND MARINE CORPS FACILITIES OR MATERIEL
IN COMMUNITY RELATIONS PROGRAMS AND EVENTS****a. Specific Requirements on Use of Material and Loan of Facilities.**

The loan of equipment and permission to use facilities will be dependent on the following:

(1) Program support must be within the command's public affairs responsibility.

(2) The loan of the equipment must not interfere with the military mission of the command.

(3) Equipment must be readily available within the command or obtainable from another Navy or Marine Corps command in the local area.

(4) The event in which the material will be used must meet the criteria set forth in Tables 4-1 through 4-4.

(5) The material must not be obtainable from commercial sources.

(6) There must be no potential danger to persons or private property that could result in a claim against the government. Safety requirements will be observed.

(7) The use of equipment or facilities by civil law enforcement authorities is governed by references (w) and (x).

b. Use of Open Mess Facilities. Use of open mess facilities will be permitted as per reference (k), applicable Marine Corps directives and only under one of the following conditions:

(1) The command is holding a professional or technical military seminar, and the use of mess facilities is incident to that seminar.

(2) A civic group has requested an official visit to the command, the group meets the conditions set forth in Table 4-2, and the primary reason for the group's visit is Navy or Marine Corps orientation or indoctrination. See also references (b), (d), (r) and (s).

(3) The Navy or Marine Corps League Council is holding a luncheon or dinner meeting (not to exceed one per quarter per group).

(4) A group of Boy Scouts of America, Boys Clubs of America, Navy League Sea Cadets, Girl Scouts, NJROTC Cadets, Navy League Shipmates and adult leaders has requested an official visit to the command, and the primary reason for the group's visit is Navy or Marine Corps orientation or indoctrination. See references (k) and (l).

c. Loans for Interagency Programs. Consult Article 0404 (Participation in Interagency Programs) for guidance regarding the loan of equipment as a contribution to an approved interagency program.

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0409 RELATIONS WITH BUSINESS, INDUSTRY AND LABOR

a. General. Relations between the military and industry, labor and business in general are the responsibility of the officer in command. Assisting the commander in establishing and maintaining sound, professional relations with the business world is a team of officers which normally includes the PAO, public works officer, procurement officer, staff judge advocate, supply officer and resident officer in charge of construction.

(1) Persons who represent the Government in business dealings with representatives of industry have positions of trust and grave responsibility that require them to observe the highest ethical standards. Practices that may be accepted in the private sector are not necessarily acceptable for naval personnel. To increase their value as advisors to officers in command on the public affairs implications of government-business relations, PAOs will familiarize themselves with reference (d) and have a thorough knowledge of the provisions of paragraphs 5 and 6.

(2) As publicly funded institutions, the Navy and Marine Corps are obligated to contract for products and services in the most economical manner. Because industry depends on a flow of information from the military to remain responsive to new requirements, it is often advantageous for services to channel information through non-governmental associations which represent large numbers of like-oriented companies. Additionally, there are numerous opportunities to cooperate with industry in mutual support of public affairs programs.

b. Guidelines. Navy and Marine Corps commands should cooperate with industry and its representatives in planning and executing community relations projects of mutual interest. In addition to guidance provided by references (d) and (m), the following are guidelines to assist commands in evaluating the desirability and suitability of those projects.

(1) Visits to commands (e.g., organized ship or base tours) will be scheduled for contractors, industrial or employee groups under the same conditions as for other civilian groups.

(2) A contractor may be identified in a news release, exhibit or the like whenever the major responsibility for the product can be clearly and fairly credited to that contractor. In such cases, both the manufacturer's name and the Navy or Marine Corps designation of the project will be used.

(3) Architectural and construction firm representatives should be invited to and participate in groundbreaking and ribbon cutting ceremonies of construction projects. News releases, brochures and photographs of ceremony participants should identify the representatives by name, affiliation and contribution to the project. Any receptions attendant to the ceremonies should be funded as mutual interest items. See Article 0407 (Fiscal Policy for Community Relations). For information regarding ship keel-layings, launchings and commissionings, consult reference (n) and Article 0411 (Special Ceremonies).

(4) Contracts will be written in such a way as to require proposed news releases from base operating services contractors to be coordinated with the base or installation public affairs office prior to release. This requirement does not apply to

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routine releases to a corporate newsletter about employee promotions, accomplishments, etc.

(5) Commands will not solicit nor authorize others to solicit or accept advertising, contributions, donations, subscriptions or similar services from a defense contractor. Where there is a legitimate need for industrial display items--such as scale models--the command will consult the appropriate senior in the chain of command (e.g., Commander, Naval Sea Systems Command; Commander, Naval Facilities Engineering Command; CHINFO or DIRPA) for advice on requesting their procurement. The prohibition against solicitation or acceptance of donations (which would ultimately augment appropriated funds) extends to anyone or any entity, not just defense contractors. See reference (v).

(6) If a defense contractor wishes to distribute informational material through official Navy or Marine Corps channels, the command involved will request guidance from CHINFO or DIRPA on the desirability and feasibility of the proposal.

(7) If a representative of a national news medium or magazine desires to visit a contractor facility, approval must be obtained from CHINFO or DIRPA. Visits to contractor facilities are governed by reference (o).

(8) A command's relationship with third-party labor unions will not differ from its relations with any other organizations. Again, do for one only what can be done for others. This general rule applies only to third-party labor unions; federal employee labor unions are afforded certain rights to information under the Federal Service Labor-Management Relations Act. With regard to unions, commands must avoid any connection or involvement with labor disputes. Any questions beyond this guidance should be referred to the command labor relations specialist, counsel or the staff or command judge advocate.

(9) Commands will scrupulously avoid suggesting, even orally, that a company, industry or association stimulate its membership to communicate with members of Congress in support of a Navy or Marine Corps initiative or program (e.g., appropriation for a new system, environmental impact statement supplemental, etc.).

(10) The Navy and Marine Corps will of necessity cooperate with companies with contracts for systems in providing information to the Congress or the public on those systems. The appearance of directing and supervising the companies' efforts in this regard, however, must be avoided.

(11) In the case of a Navy or Marine Corps program which impacts on people in a given geographic area, personnel involved in querying citizens and interested groups as part of the environmental impact statement process must also avoid any statement which could be construed as encouraging communication with Congress.

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0410 CONSULTATION WITH STATE AND LOCAL MUNICIPAL OFFICIALS

a. General. Federal and DoD policy requires that Navy and Marine Corps commands consult state and local municipal officials at the earliest stages of planning and development of major policy, budget or reorganization proposals which may have significant local or state impact. Such proposals can range from homeport shifts of major units or major fleet or force reorganization to major construction projects. Early consultation guidance on major proposals initiated by the Department of the Navy will be provided to the commands or activities involved in the proposal. If no difficulties are perceived, commands will be informed that SECNAV has no objection to consultations at the earliest possible time. However, no early consultation with state or local municipal officers will take place prior to receiving guidance from higher authority.

b. Feedback on Sensitive Proposals. Commanders, directors and heads of activities who are aware of specific local or congressional sensitivities which relate to major policy, budget or reorganization proposals should inform CHINFO or DIRPA as appropriate. In turn, CHINFO or DIRPA will advise the command concerned whether or not early consultation with state or local municipal officials is appropriate.

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0411 SPECIAL CEREMONIES

a. General. Officers in command may authorize their commands to participate in official government, military and civic functions except those in the National Capitol Area, where ASD(PA) authorizes participation. The following definitions may prove helpful in evaluating the nature of various functions:

(1) **Official government functions.** Functions at which senior officials of the federal government participate as a part of their official duties.

(2) **Official military functions.** Functions that are sponsored by the Services, including the Navy or Marine Corps, have as their principal purpose the building of team spirit and are intended primarily for active duty personnel and guests. These activities are held on base unless the local commander certifies that on-base facilities are inadequate.

(3) **Official civic functions.** Functions including state, county and municipal events such as inaugurations, dedications of public projects and the convening of legislative bodies and ceremonies for officially invited government guests. Overseas, Navy or Marine Corps participation in similar functions arranged or attended by comparable host-country officials in their official capacities may be appropriate.

b. General Prohibition on Attendance and Conduct at Special Ceremonies. Naval personnel who are required to establish and maintain professional relationships with business (e.g., to represent the government) are expected to observe the highest ethical standards. There are strict limits placed on their attendance at and conduct during special ceremonies, especially when defense contractors are present, by paragraph 5 and 6 of reference (d). Both prohibited conflicts and apparent conflicts of interest can arise even from relationships or transactions that the naval personnel concerned perceive as inconsequential. When in doubt, naval personnel will refrain from attending functions, accepting gratuities or accepting other invitations of a hospitable nature.

c. Social, Cultural and Athletic Events. Even though they may be attended by government officials, military officers or members of the diplomatic corps, social, cultural and athletic events are not normally considered "official civic ceremonies." Navy and Marine Corps participation may be authorized if the event is of mutual benefit to the sponsor and the Navy [see Article 0402c (Suitability of Program, Sponsorship, Site and Support)]. Authorized participation in an athletic event would include the enlistment ceremony of a special recruit company formed in association with a professional sports team.

d. Inaugural Parades and Ceremonies for State Governors. Participation by active and reserve units is appropriate at public parades and the inaugural ceremony itself. Such participation is encouraged, subject to the capabilities of personnel, vehicles, equipment, bands, exhibits and aircraft stationed within the state. Use of military personnel as escorts, ushers, doormen or drivers for nonmilitary guests or local dignitaries is to be avoided. Armed forces participation will normally be limited to:

(1) Assignment of a color guard at the opening of social functions if necessary to render proper honors to national colors;

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(2) Display of equipment and vehicles in parades.

In those cases where Navy or Marine Corps personnel and equipment located within a state are not sufficient to lend the support desired, a request for additional personnel or equipment from outside the state may be made to ASD(PA) via CHINFO or DIRPA and the chain of command.

e. General Guidelines for Ship Ceremonies. CHINFO is designated the coordinator of all ships ceremonies by reference (n) which contains a checklist of responsibilities. This article expands on those procedures for the following ceremonies: keel layings, christening of both USS and USNS vessels (usually coincident with the launching of the ship), commissionings and recommissionings, dedications and establishment and disestablishment of shore installations.

(1) Per paragraph 6g(1) of reference (d), "naval personnel and their spouses, minor children and members of their households shall not solicit, accept or agree to accept any gratuity for themselves, members of their families, or others, either directly or indirectly from or on behalf of a defense contractor or other entity that...is engaged in...business...with any DoD component..." In this category of enterprises would fall the shipbuilding, conversion and repair industry which would be principally involved in special ceremonies of the type discussed in this article. [Restrictions also apply to acceptance of gratuities from entities other than businesses that deal with DoD components; see reference (d).] As per paragraph 6g(2) of reference (d), "This general prohibition does not apply to...situations in which participation by naval personnel at public ceremonial activities of mutual interest to industry...and the Department of the Navy...[such as the ship ceremonies discussed in this article]...serves the interests of the government, and acceptance of the invitation is approved by the commanding officer or head of the activity to which the invitee is attached. This exception permits attendance at appropriate functions incident to the activity, and mementos of nominal intrinsic value..." Section 1461 of the DoD Authorization Act of 1986 limits the amount that any Federal official can lawfully accept as a "memento of nominal intrinsic value" to \$100.00.

(2) The cognizant Supervisor of Shipbuilding, Conversion and Repair, USN (SUPSHIP) advises CHINFO when ceremonies of the following types are necessary:

(a) Christenings, commissionings, recommissionings and

(b) Keel layings, decommissionings and dedications if they will result in national interest.

(3) CHINFO, in conjunction with the Chief of Legislative Affairs, is responsible for keeping SECNAV informed on the impact of special ceremonies on both public and Congressional relations.

(4) The cognizant command (e.g., precommissioning unit) will submit to CHINFO, COMNAVSEASYSOM and other interested commands the date of launching, commissioning, recommissioning and other ceremonies as soon as known. The following, CHINFO Report 5720-3 (Special Ceremonies Report), will be used:

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From: (Cognizant command, precommissioning unit, etc.)
To: (Chief of Information; Commander, Naval Sea Systems Command and chain of command)

Subj: (Include name/hull number of ship if applicable and type of ceremony)

1. Date of Ceremony
2. Location of Ceremony
3. Name and telephone number of project officer
4. Estimated starting time of ceremony (local)
5. Estimated completion time of ceremony (local)
6. Name, rank and/or title of principal speaker
7. Nearest air facility
8. Indication as to whether the list of military and civilian dignitaries who have accepted invitations to attend ceremony has been forwarded to CHINFO. (If not, provide the estimated submission date)
9. Indication of whether a copy of the complete program has been forwarded to CHINFO. (If not, provide the estimated submission date)
10. Indication of whether the remarks of principal speaker have been forwarded to CHINFO. (If not, provide the estimated submission date)
11. Indication of whether press kits have been forwarded to CHINFO. (If not, provide the estimated date of submission)
12. Names of congressional members and/or delegations which have been invited.
13. Name of sponsor

(5) Supplementary reports (using same subject line and report symbol) will be forwarded to CHINFO as changes occur or updates become necessary. Supplementals may be forwarded by mail, message or telephone depending on the urgency. Telephonic reports should always be confirmed in writing. Only those items which have changed since the submission of previous reports should be included.

(6) Speaker selection will proceed per reference (b) and the following guidance:

(a) Commands with cognizance over the ceremonies will forward nominations for prospective principal speakers to CHINFO for consideration.

(b) Among the factors to consider are speaking ability, public prominence and the prospective speaker's familiarity with and support of the Department of the Navy.

(c) Speakers for Navy and Marine Corps ceremonies should be selected from all fields of public and private endeavor.

(d) Nominations must be submitted at least 90 days prior to the ceremony, preferably sooner, and should include a biography or background sketch of the nominee and reasons for his nomination.

(e) Provisions for reimbursement of a speaker for expenses incurred are outlined in Article 035384 of reference (i).

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(f) The selection and subsequent notification of a principal speaker remains the prerogative of SECNAV. Under no circumstances should commands inform persons that they are under consideration or have been selected as a principal speaker.

(g) Invitations to speakers are issued in the name of SECNAV and originate from CHINFO or, in the case of comparable Marine Corps events, DIRPA.

f. Keel Layings. In the interest of reducing costs to the government and to shipyards, significant keel laying ceremonies are authorized by SECNAV only under unique circumstances. For example, it may be appropriate to hold a keel laying ceremony for the first ship of a new class or scheduling such a ceremony in conjunction with the launching and christening ceremony of another ship. In the event that a keel laying ceremony is authorized, the following specific guidelines are provided.

(1) Arrangements for the ceremony, including date selection, are the responsibility of the building yard and should be coordinated with the cognizant Supervisor of Shipbuilding, Conversion and Repair (SUPSHIPS).

(2) Responsibility for ceremony expenses will per Article 035384 of reference (i).

(3) Public information and community relations event planning are the responsibility of the builder. The building yard will coordinate details with the cognizant area coordinator or other command appointed as the local point of contact, who, through the PAO, will provide assistance as necessary.

(4) Public announcement of the date of a keel laying will not be made more than two months before the ceremony. If queried or if an earlier release is necessary, refer only to the expected season and year of the event.

(5) All releases will be cleared with the area coordinator or command appointed as local contact when questions of naval security or policy are raised.

(6) Two advance copies of all releases on keel layings of major combatants and nuclear-powered surface ships will be sent to CHINFO sufficiently in advance of local release time to permit simultaneous release through OASD(PA), the Chief of Legislative Affairs or other offices.

g. Launchings. Arrangements for ceremonies, including date selection, are the responsibility of the building yard, and should be coordinated with the cognizant SUPSHIPS. On the recommendation of CNO, SECNAV selects ship names and sponsors.

(1) Responsibility for ceremony expenses will be per Article 035384 of reference (i).

(2) Guest lists will be compiled by the builder in cooperation with the cognizant SUPSHIPS. Invitations will be extended in the name of the builder.

(3) In addition to the guest list compiled by the builder, a list of invitees from the Washington, D. C., area will be furnished by COMNAVSEASYS COM to the cognizant SUPSHIPS for incorporation into the builder's list.

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(4) Public information and community relations event planning will be handled in the same fashion as that for keel layings [see Article 0411f(3) through (6)], except that ten copies of initial news releases or press kits for all launchings will be sent to CHINFO.

(5) At least six weeks prior to the ceremony, the cognizant SUPSHIPS will advise CHINFO of the status of the event using CHINFO Report 5720-3. See Article 0411e(4) above.

h. Commissionings and Recommissionings. Arrangements for such ceremonies are the responsibility of the ship's prospective commanding officer in consultation with the ship's prospective fleet and type commanders. The recommended date of the ceremony is submitted by the ship's prospective commanding officer following consultation with the cognizant SUPSHIPS and is accepted and approved by COMNAVSEASYSCOM.

(1) Speaker selection for commissioning and recommissioning ceremonies is handled in the same way as that for launching ceremonies.

(2) Responsibility for expenses will be per Article 035384 of reference (i). Under certain circumstances, if the ceremony warrants, it is appropriate to request Official Representation Funds (ORF) for receptions for first commissionings. ORF requests will be submitted as per reference (p). In the case of recommissionings, it is appropriate to request ORF for a reception only for ships which have undergone major conversion and whose missions and capabilities are singular and unique when compared with other ship types.

(3) Guest lists will be compiled by prospective commanding officers after consultation with COMNAVSEASYSCOM and the prospective fleet and type commanders. Invitations will be extended in the name of the prospective commanding officer.

(4) Public information and community relations event planning will proceed per Article 0411g(4) (Launchings).

(5) At least six weeks prior to the ceremony, the precommissioning unit will advise CHINFO of the status of the event using CHINFO Report 5720-3 [(see Article 0411e(4))].

i. Decommissionings. A decommissioning ceremony is held for every Navy ship and may be particularly significant in the case of a ship with a noteworthy combat record or other special significance. The planning and execution of such a ceremony will be the responsibility of the ship's commanding officer, in coordination with the respective type commander.

j. Dedications. Coordination of dedication ceremonies is the responsibility of the building yard and should be coordinated with the cognizant SUPSHIPS. In the case of a shore installation, coordination is the responsibility of the installation's commanding officer. When other than regional interest is evident, CHINFO will be informed of all arrangements, so that releases through OASD(PA) channels can be made.

k. Changes of Command. Change of command ceremonies are generally of local interest only. In unusual cases where a ceremony would be of interest beyond

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a local area, advance copies of releases will be sent to CHINFO for release through OASD(PA). Guidance and assistance may be obtained through the public affairs office of the fleet, area coordinator or immediate superior in the chain of command.

1. Special Security Considerations. Problems can arise when a public ceremony or activity to which members of the public are invited occurs with a facility having special security controls. For example, a change of command ceremony aboard a conventionally powered ship at a shipyard where nuclear powered ships are undergoing overhaul presents a security problem requiring special attention well before the event. The same ceremony at an operating base is less likely to cause problems because ships moored nearby are not in an exposed state. PAOs must keep in mind the unique security requirements of the facility at which a special event or ceremony must take place and coordinate well in advance to ensure the implementation of special security measures necessary for successful accomplishment of the event.

- A) **m. Congressional Travel Support.** Travel support for members of Congress, Congressional employees and dependents of members and employees may be authorized in connection with some ship ceremonies. Details are in reference (z).

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0412 NATIONAL AND TRADITIONAL OBSERVANCES

a. **General.** The Navy and Marine Corps play a significant role in a number of national and traditional observances. Participation in observances associated with all the Armed Services is coordinated by ASD(PA). The area coordinator PAO is usually the key planner for national and traditional observances. Unit PAOs should be in contact with their area coordinator PAO early to discuss how their command activities can be integrated with other observances in the region. Normally, commands will participate in observances using resources at hand. Requests for special assistance beyond command capabilities will be forwarded to the appropriate command or office with justification for the request. For example, a base requesting a ship visit to coincide with Armed Forces Day observances will forward a request to the appropriate fleet and type commander. CHINFO or DIRPA will coordinate other special requests.

b. **Authority to Participate.** Officers in command have the authority to approve participation in public observances of Armed Forces Day, Memorial Day, Independence Day, Veterans' Day, Navy Day and other occasions SECDEF may designate as appropriate.

c. **Armed Forces Day.** Armed Forces Day observances are held annually on the third Saturday in May to demonstrate the unity and common purpose of the armed forces in national security. ASD(PA) announces the theme for a particular year's observances and prepares media kits and internal information materials. CHINFO and DIRPA may issue additional instructions and materials if necessary. The commanders of the Unified Commands will determine and promulgate instructions on observances overseas. In localities where there are two or more Military Departments present, observances will be joint efforts whenever possible. Individual commands support the nationwide observance by holding public visitation and other community relations events that stress the Armed Forces Day theme. The Base-Community Council can be instrumental in conceiving and implementing events that appeal to the community [see Article 0407c (Base-Community Council)].

(1) Local command observances should highlight the command's unique contribution to national defense and its role in fulfilling the Maritime Strategy.

(2) Any community relations event conducted in addition to public visitation should be designed to provide meaningful, factual information to the specific audience drawn by the event.

(3) Appearances by Navy and Marine Corps personnel as guest speakers are recommended as an effective and economical means of reaching audiences within the community.

d. **Memorial Day.** Memorial Day, observed on the last Monday in May, is an annual commemoration of those who died in the military service. Navy and Marine Corps commands should participate in local observances of this special day by holding memorial services on and off base, participating in local community functions and other appropriate activity.

e. **Independence Day.** The anniversary of the adoption of the Declaration of Independence on July 4, 1776, is the most important secular holiday of the U. S. and is traditionally celebrated by parades, patriotic oratory, military displays and other

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activities. Navy and Marine Corps commands should play an active role in hosting, participating in or supporting local observances of Independence Day.

f. Veterans Day. Veterans Day is observed on November 11. Annually, major veterans organizations, such as the American Legion and Veterans of Foreign Wars, form a National Veterans Day Committee to select cities for regional observances that duplicate the national observance held at Arlington National Cemetery. A specific veterans organization is assigned responsibility for coordinating all activities in one of cities selected by the Committee, and a local project officer is appointed by commanding officers of military units in that region. Local Navy and Marine Corps commands should participate in such observances and coordinate their contributions through local project officers.

g. Navy Day, Navy Week, Navy Birthday and Marine Corps Birthday. Armed Forces Day is not the only event for Services to promote traditional Service pride and esprit de corps but is considered the singular public event. Service-unique commemorations are valuable morale-building tools but are usually conducted as internal rather than community activities. The exception to this is Navy Day, an external observance of the Sea Services organized by the Navy League in which command participation can be authorized; see Article 0402 (Participation in Community Relations Events). While individual Navy and Marine Corps personnel can encourage and participate in observances of Navy Week, Navy Birthday and Marine Corps Birthday in the public domain, ASD(PA) must approve participation by units in public events. Commands that consider public observance of Service-unique commemorations as both appropriate and essential to their community relations plan should forward justification and a description of the proposed observance to CHINFO or DIRPA for review and submission to ASD(PA) for approval. See Article 0206 (Events for the Internal Community) for further information.

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0413 EMERGENCY AND HUMANITARIAN AIRLIFT

a. General. Navy and Marine Corps activities occasionally will receive requests from civil organizations to assist in disaster control by providing aeromedical evacuation of injured people or the airlift of relief supplies to the scene of a disaster. Local commanding officers are authorized to respond to such requests by providing emergency assistance (appropriate actions to save life and limb, such as aeromedical evacuation as described in subparagraph c below). Non-government organizations may contact a Navy or Marine Corps command and request disaster relief as opposed to emergency assistance (e.g., responding to a distress call). Commands shall refer such requests by rapid means to CHINFO or DIRPA, keeping the chain of command informed. CHINFO or DIRPA will forward the request to ASD(PA) for staffing with another government agency. See reference (j). Customarily, direct support of disaster relief operations will be coordinated at the highest levels of the DoD, and individual commands and activities will receive instructions from appropriate seniors in the chain.

b. Disaster Relief Operations. While a Navy or Marine Corps command may lend emergency assistance, the Navy and Marine Corps do not initiate relief operations. Other agencies are responsible for relief operations, including the Federal Emergency Management Agency, state offices of emergency services, the State Department and the International Red Cross. The following is specific guidance regarding disaster relief operations:

(1) The U. S. Government has no funds to store or transport unsolicited materials.

(2) Commands should not imply a Navy commitment to support a relief operation unless authority has been granted and approved through official channels.

(3) Military aircraft and ships cannot be used to transport relief supplies and equipment if commercial transportation is available.

(4) Refer potential donors to one or more of the private agencies organized for that purpose, including the International or American Red Cross, CARE, Catholic Relief Services, the Salvation Army and others.

c. Aeromedical Evacuation. A local commander has the authority to transport any person determined by a competent medical authority to be in danger of immediate loss of life, limb or sight to the nearest medical facility where immediate treatment is available. Such transportation is authorized only when commercial transportation is inadequate, unfeasible or otherwise unavailable. See Article 0407d (Assistance in Local Disaster) and reference (j) for details.

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0414 OFFICIAL PUBLIC APPEARANCES BY NAVAL PERSONNEL

a. Color and Honor Guards. When Department of Defense participation is authorized in a public event, joint Armed Forces color details will normally be employed when the display of colors is appropriate. At events of purely Navy or Marine Corps interest in which no other Service is participating--such as a sports competition between a team from a naval base and the local community--the color guard, when used, should be made up entirely of personnel of a single Service.

(1) If a joint Armed Forces color detail is appropriate, it will be composed of two Army bearers with National and Army colors; one bearer from each of the following Services: Marine Corps, Navy, Air Force and Coast Guard with individual Service colors; and an Army and Marine riflemen as escorts.

(2) If participation by more than one Service is considered appropriate, but a joint Armed Forces color detail as described in subparagraph (1) above cannot be employed, the National colors will be carried by the senior member of the senior Military Service present, following the table of precedence below:

- (a) Cadets, U. S. Military Academy
- (b) Midshipmen, U. S. Naval Academy
- (c) Cadets, U. S. Air Force Academy
- (d) Cadets, U. S. Coast Guard Academy
- (e) United States Army
- (f) United States Marine Corps
- (g) United States Navy
- (h) United States Air Force
- (i) United States Coast Guard
- (j) Army National Guard of the U. S.
- (k) Army Reserve
- (l) Marine Corps Reserve
- (m) Naval Reserve
- (n) Air National Guard of the U. S.
- (o) Air Force Reserve
- (p) Coast Guard Reserve

(q) Other training organizations of the Army, Marine Corps, Navy, Air Force and Coast Guard, in that order.

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(3) During any period when the U. S. Coast Guard operates as part of the U. S. Navy, the Cadets of the U. S. Coast Guard Academy, the Coast Guard and Coast Guard Reserve take precedence after the Midshipmen of the Naval Academy, the Navy and the Naval Reserve.

(4) U. S. naval personnel may carry flags of foreign nations in official civil ceremonies when an official of that country is present in an official capacity and is one to whom honors would normally be rendered. In all other public events and ceremonies, U. S. naval personnel in uniform or present in an official capacity are not authorized to carry flags of foreign countries, veterans' groups or other non-military organizations. The exception to this is naval personnel participating in official worship services during a day of special significance to the U. S. and the U.S. Armed Forces, such as Navy Sabbath, Memorial Day, etc. On such occasions (i.e., during a procession), uniformed naval personnel may carry the flag representing their particular faith in the custom of their denomination.

b. Parades, Fashion Shows and Special Showings of Motion Pictures. ASD(PA) may authorize participation in events of this type which are on a national or international scale if ASD(PA) determines that recruiting interests would be furthered and participation would be in the best interests of the Department of Defense. With regard to local events, officers in command may authorize participation in a parade if it is sponsored by the community as a whole (rather than a single commercial entity, including merchants' associations). Representation by commercial concerns in the parade need not preclude Navy or Marine Corps participation as long as emphasis is placed on the civic aspects rather than the commercial benefits of the function. Participation should be at no additional cost to the government.

(1) Navy and Marine Corps commands are not authorized to participate in events clearly sponsored by or conducted for the benefit of commercial enterprises, which include fashion shows, Christmas and Easter parades and similar events.

(2) Beauty contests and attendant ceremonies are not considered appropriate for command support or participation.

(3) With the concurrence of ASD(PA), CHINFO or DIRPA may authorize commands to participate on a limited basis in events related to the commercial motion picture industry (such as premiers) when the film in question was made with the cooperation of the DoD.

c. Bands, Choral Groups and Providing Entertainment. Military musical participation in public events which meet all other criteria of this Chapter is be limited to patriotic programs as opposed to pure entertainment. Military musicians will not be placed, nor place themselves in competition with civilian musicians.

(1) Authorized participation includes activities such as music to accompany the presentation of national colors or the performance of military or patriotic music by a military band, drum and bugle corps or choral group.

(2) Navy and Marine Corps musicians are not authorized to provide entertainment at luncheons, dinners, receptions, dances or any other functions in the civilian domain which are sponsored and attended primarily by persons not on

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active duty in the military. Background, dinner, dance or other social music is considered entertainment. The sponsor's charter, objectives or special relationship with the Navy or Marine Corps is not sufficient cause for an exception to this policy. Entertainment can be provided at social functions sponsored by and intended for military personnel. See Article 0206 (Events for the Internal Community).

(3) Prospective sponsors of events in the public domain must certify in their request for military musical participation that there is no conflict with local civilian musicians concerning the appearance of military musicians. A statement to this effect from the cognizant local musicians' union must be obtained by the sponsor and attached to the request.

(4) There are 17 official Navy bands: the U. S. Navy Band, Washington, D.C., U. S. Naval Academy Band and fifteen bands attached to designated commanders. The program manager for Navy bands, the Commander, Naval Military Personnel Command [Head, Music Branch (NMPC-654)], is responsible for manning, equipment and fiscal support. Command authority over each band is exercised by the designated operational commander as listed below. Inquiries concerning band employment should be addressed to the particular band. Civilian sponsors should use the form provided at Appendix D (Request for Armed Forces Participation in Public Events) to request band services.

<u>BAND</u>	<u>OPERATIONAL COMMANDER/ BAND DIRECTOR & ADDRESS</u>
U. S. Navy Band	Chief of Information/ OIC, U. S. Navy Band Washington Navy Yard Washington, D. C. 20374-1052
Naval Academy Band	Superintendent,, U. S. Naval Academy/ Director, U. S. Naval Academy Band U. S. Naval Academy Annapolis, MD 21402
U. S. Atlantic Fleet Band	CINCLANTFLT/ Director, Atlantic Fleet Band HQ, U. S. Atlantic Fleet (N-0072) Norfolk, VA 23511
U. S. Pacific Fleet Band	CINCPACFLT/ Director, Pacific Fleet Band Naval Station Box 63 Pearl Harbor, HI 96860
CINCSOUTH Band	Commander in Chief, Allied Forces, Southern Europe/ Director, CINCSOUTH Band HQ, Allied Forces, Southern Europe Box 155 FPO New York 09524

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Sixth Fleet Band	Commander, U. S. Sixth Fleet/ Director, SIXTHFLT Band DET Naples, Italy Box 200 FPO New York 09520
Seventh Fleet Band	Commander, U. S. Seventh Fleet/ Director, SEVENTHFLT Band Commander, SEVENTH Fleet, FPO San Francisco 96601-6003
Navy Band Memphis	Commander, Naval Technical Training/ Director, Navy Band Memphis NAS Memphis, Millington, TN 38054
Navy Band Guam	Commander, U. S. Naval Forces, Marianas/ Director, Navy Band Guam Box 19 HQ, Naval Forces Marianas FPO San Francisco 96630
Navy Band Great Lakes	Commander, Naval Training Center/ Director, Navy Band Great Lakes NTC Great Lakes, IL 60088-5024
Navy Band Orlando	Commander, Naval Training Center/ Director, Navy Band Orlando NTC Orlando Orlando, FL 32813-5007
Navy Band San Diego	Commander, Naval Base San Diego, CA/ Director, Navy Band San Diego NTC San Diego San Diego, CA 92133-1000
Navy Band Charleston	Commander, Naval Base Charleston Director, Navy Band Charleston Charleston, SC 29408
Navy Band Seattle	Commander, Naval Base, Seattle Director, Navy Band Seattle Naval Base Seattle, WA 98115
Navy Band San Francisco	Commander, Naval Base, San Francisco Naval Station Treasure Island, San Francisco, CA, 94130

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Navy Band
Newport

Commanding Officer, NETC Newport
Director, Navy Band Newport
Naval Education and Training Center
Newport, RI 02841

Navy Band
New Orleans

Commanding Officer, Naval Support Activity
Naval Support Activity (Code-07)
New Orleans, LA 70142

d. Support of Recruiting, Training and Incentive Programs. Commands should participate in ceremonies, demonstrations and other public programs that support Navy and Marine Corps personnel recruiting, Naval Reserve Officer Training Corps programs (including on-campus military balls held for Midshipmen and their guests), physical fitness programs, health fairs sponsored by a command's recreation department, presentations of the Ney Award (in recognition of outstanding food service afloat and ashore) and similar programs.

e. Fairs and Festivals. Participation over extended periods of time in fairs, festivals and local celebrations is usually limited to an exhibit. An exception to this policy is participation by recruiters in local festivities which would enhance Navy or Marine Corps awareness in a community. One example of such a festival is a Cinco de Mayo celebration in a Spanish-speaking community which would be of benefit to Hispanic recruitment. Commands desiring to participate in events beyond the scope of this guidance should forward requests with justification to CHINFO or DIRPA via the chain.

f. Industrial Events. ASD(PA) must approve in advance participation in national and international industrial events. Commands will include with their participation requests detailed proposals, including cost estimates and a description of the nature and extent of industry-furnished assistance. Requests should be submitted to ASD(PA) via CHINFO or DIRPA and the chain of command.

(1) Navy or Marine Corps participation in events which benefit a single firm, for example, will normally be limited to a guest speaker if requested and deemed appropriate.

(2) Contractor participation in Navy-sponsored events that involve the firm's product or services may be authorized when such participation is in the government's interest. If the event is local in nature, responsibility for authorizing the participation rests with the officer in command. Events of national or international scope must be approved by ASD(PA). Joint Navy-industry sponsorship may also be desirable in special cases, such as a seminar or symposium.

For basic guidance on participation in industrial events, see paragraph 6(g), (h) and (i) of reference (d). See also Article 04141 (DoD Participation in Conferences, Symposia, Seminars and Other Gatherings Sponsored by Non-Government Entities).

g. Funerals for Members and Former Members of Military Services. The Navy and Marine Corps traditionally pay tribute to members who die on active duty, when retired from active duty, as members of reserve components and as former members with an honorable discharge. Furnishing military honors at funerals normally involves the use of active duty or reserve personnel during

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normal working hours. Rendition of military honors is contingent upon the resources available. The funeral detail will not seriously interfere with the primary mission of the activity, trained personnel and equipment should be available and the detail not be absent from regularly assigned duties for more than one day.

(1) When requested by the next of kin, the following support shall be rendered as resources permit:

(a) For members who die on active duty, Medal of Honor recipients, retired members receiving retired pay: a firing party, 6 body bearers, a bugler and petty officer in charge (based on available resources). If this support is not available, a Navy representative should attend the service and present the flag to the next of kin.

(b) For members of reserve components not in a duty status, or a former member with an honorable discharge: a Navy representative should attend the service and present the flag to the next of kin.

(2) When a request for honors is denied, the officer in command of the unit or activity concerned will offer assistance in obtaining the requested support from other activities (e.g., National Guard, reserves, ROTC units, veterans organizations). Local veterans organizations should be encouraged to form their own ceremonial units in areas without Navy or Marine Corps activities.

(3) Navy and Marine Corps activities will not reject a request to provide a funeral detail solely because the veteran was not a member of the Sea Services. A courteous effort may be made, however, to determine whether the request for a funeral detail might be more appropriately honored by a component of the Service in which the deceased served.

h. National Patriotic Programs and Conventions. CHINFO and DIRPA may authorize Navy and Marine Corps commands to participate at national conventions and meetings of nationally recognized civic, patriotic and veterans' organizations with the approval of ASD(PA) as per references (a) and (b).

i. Fund-raising Events. Navy and Marine Corps support of fund-raising events is usually limited to campaigns authorized by law or approved by the President or the Director of the Office of Personnel Management. Recognized federated and joint campaigns include local United Funds, Combined Federal Campaign, Community Chest, American Overseas Campaign and other local federated campaigns and military aid societies such as Navy Relief. The Navy may also support sports or other public events held for the sole purpose of raising funds for U. S. teams competing in the Pan American Games and the Olympic Games.

(1) Support for a single-cause fund-raising event, including the provision of facilities, may be authorized by CHINFO or DIRPA when the fund-raising program is local in nature, of community-wide benefit and has the support or endorsement of the local, united, federated or joint campaign officials.

(2) Support may also be authorized by the local commander when such action is judged an appropriate response to a community-oriented organization (e.g., volunteer fire department, rescue unit or youth activity fund drives).

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(3) Commands shall give preferential treatment to fund-raising drives by veterans' organizations on military installations. Requests for support for such efforts will normally be granted, provided fund-raisers do not interfere with military mission unreasonably and they comply with local and federal fund-raising regulations.

(4) Navy personnel are encouraged to actively participate in the work of federated, joint or other authorized campaigns as members of policy boards or committees, heads of local campaign units or volunteer workers to the extent authorized by DoD policy and prudent use of official time.

(5) Navy personnel may participate as private citizens during their off-duty hours in fund-raising activities for which official sanction or federal solicitation is not authorized. They may not, however, participate in their official military capacities either during duty or non-duty hours nor may their participation be conducted as part of an officially sponsored command project. Off-duty volunteer time shall not be rendered in uniform when participating in such campaigns.

(6) Naval personnel are prohibited from participating in any gambling activity while on a government installation unless an exception to policy is by the Secretary of the Navy. See paragraph 6(n) of reference (d).

j. Sporting Events. General basic policy and regulations for Navy participation in sporting events are contained in reference (q), and guidance governing Marine Corps participation is contained in reference (e).

(1) Participation by Navy or Marine Corps Athletes and Teams

(a) Participation is authorized in formal international competitions, such as Olympic Games, Pan American Games and the Council International Du Sport Militaire (CISM).

(b) SECDEF must approve proposed competition between a team of the U. S. and a non-U. S. team, regardless of the site of the competition unless listed in subparagraph (a) above. Approval must be gained prior to any public discussion or formal acceptance of the proposal and may be contingent on concurrence by the Department of State.

(c) Overseas, Unified Commanders may approve participation in international athletic or sports contests held within their geographic areas of responsibility (except Alaska and Hawaii). Concurrence will be obtained in advance of the event from the embassy or consulate.

(2) Other Overseas Sporting Events. Unified Commanders may authorize U. S. military team participation in athletic and sports competitions within their commands in support of local fund-raising efforts in addition to the charity campaigns for which support is authorized. Participation in formal sporting events of a more minor nature than those listed in subparagraph k(1)(a) above will be subject to the guidance and direction of the Unified Commander who has operational control of forces within the region in which the contest will be held.

(3) Informal Games and Matches. Participation in informal athletic contests and matches such as those between shipboard teams and local teams which

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are conducted as part of official port visits do not require coordination beyond interested local authorities.

k. Meetings of Technical and Professional Societies. Participation in meetings of recognized technical, professional, scientific, educational and managerial societies are important factors in the professional growth of the Navy and Marine Corps community. Reference (r) governs attendance by military personnel, reference (s) governs attendance by Department of the Navy liaison representatives (and offers extensive policy guidance on associations) and reference (t) governs attendance by civilian employees. Policy on gratuities, travel expenses and speeches is provided in paragraph 6 of reference (d). See also Article 04141 below.

l. DoD Participation in Conferences, Symposia, Seminars and other Gatherings Sponsored by Non-Government Entities. Channeling information for business and industry through non-governmental associations which represent numerous firms is both economical and effective. Such organizations also provide the Navy and Marine Corps with information on problems common to their membership. A professional or trade association will occasionally sponsor a seminar, symposium or other gathering and make all arrangements (brochures, correspondence, etc.) or hire a management firm to do so. Often, speakers for such events are from government agencies. While such seminars can be valuable as information and education tools (e.g., announcing a new procurement policy) and as a feedback mechanism, participation in such programs can come under criticism. Officials who decide on requests for participation should weigh the potential conflicts and resolve areas that may be subject to criticism before authorizing participation.

(1) Policy on Teaching, Lecturing and Writing. Department of the Navy personnel are encouraged to teach, lecture and write. Regardless of whether they are compensated, they are not to engage in activities that depend on information obtained as a result of their government employment or military duties. They may engage in such activities when the information they are dealing with has been published, is or will be made generally available to the public, and if SECNAV or higher authority gives written authorization for the release of previously undisclosed information. See also paragraph 6 of reference (d).

(2) Payment for the Speaker. If a government presentation is considered part of the presenter's official duties, then no payment from the sponsor or other source is allowed (18 USC 209). If, however, the subject matter is not within the speaker's official responsibilities and is presented on personal time (e.g., on annual leave), the speaker may receive remuneration. There is an annual outside income limit set by 5 U. S. C., Appendix 4, Section 210, for senior employees and a \$2,000 limit on honorarium for speeches delivered while on leave set by 2 U.S.C., Section 441(i). Consult the staff or command judge advocate. Inasmuch as this payment is considered outside employment, the speaker must also conform to standards of conduct governing outside employment. See also paragraph 6 of reference (d) and Articles 0308 (Speeches) and 0607 (Off-duty Civilian Employment).

(3) Relationship with the Sponsoring Association. Navy and Marine Corps participation in the activities of private or non-governmental associations or societies will be limited to the extent of official military interest. A service or command cannot appear to favor one association or organization over another.

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(4) Appearance of Undue Influence. Event sponsors and participating commands will use sound judgment in matters that may appear, at first look, minor or incidental, such as approval of seating plans at large association dinners. Government personnel should not be deliberately seated at tables with sales representatives or others who may be there to influence them in their official duties. Naval personnel may be guests at social activities normally associated with seminars, but it must be clearly evident that no individual contractor is underwriting the costs of any particular government representative.

(5) Acquisition Considerations. Participation in conferences involving or related to acquisition shall be limited to the minimum necessary to accomplish assigned missions. Additionally, commands will adhere to the following:

(a) Authorize attendance at conferences which will directly benefit efforts to achieve a naval objective;

(b) Ensure that fees are in line with actual conference costs; decline to furnish Navy and Marine Corps speakers to a conference at which fees for government employees are not in line with actual conference costs;

(c) Do not authorize attendance at conferences which primarily benefit individual employees rather than add to the accomplishment of a command or Service mission;

(d) Do not authorize attendance as a form of reward or incentive for a member's performance;

(e) Minimize travel costs (e.g., designate participants in close proximity to the conference site);

(f) Keep the number of participants at the minimum necessary to relate information received from the conference and conduct essential liaison with industry or association counterparts.

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0415 NAVY AND MARINE CORPS EXHIBITS

a. Definition. Navy and Marine Corps exhibits are representations or collections of naval equipment, models, devices and other objects professionally displayed to inform audiences about the Navy and Marine Corps. Exhibits can be placed in fairs, festivals, conventions, conferences, seminars, demonstrations and other similar events. Museums occasionally request a Navy exhibit on either a permanent or temporary (loan) basis.

b. Policy. As with all Department of the Navy efforts in the public domain, exhibits must not appear to favor or endorse a single commercial entity, group, profit or nonprofit corporation, sect, religious organization, fraternal or political organization. Moreover, exhibit placement must avoid the appearance of being the primary attraction drawing the public to the location. Accordingly, Navy and Marine Corps exhibits may be placed in areas where numerous merchants conduct their business--shopping malls, shopping centers, etc. They cannot be displayed in such a way as to suggest an association with a single merchant and must not be billed as a prime attraction to draw the public to the mall or shopping center. Navy and Marine Corps exhibits will be used to:

(1) Inform the public in a graphic, visually interesting way about the Maritime Strategy and the role of the Navy, the Marine Corps and the local command.

(2) Disseminate technical and scientific information.

(3) Stimulate personnel recruitment for Navy and Marine Corps enlisted and officer programs and for civilian employment with the Department of the Navy.

c. Requests for Marine Corps Exhibits. Consult reference (e).

d. Requests for Navy Exhibits. Commands requesting exhibits should first consult the Commanding Officer of the Navy Recruiting District responsible for the area in which the exhibit will be placed. The District must endorse the exhibit request prior to forwarding to the Navy Recruiting Exhibit Center (NREC). Because NREC's primary mission is recruiting support, exhibit requests for community relations purposes will be considered favorably when in support of local recruiting requirements. See Appendix D (Request for Armed Forces Participation in Public Events).

(1) Requests for exhibits must be submitted 90 days in advance of the desired date. Requests for exhibits requiring tractor-trailer transportation must be received by 15 November prior to the desired year of the exhibit to permit an economical itinerary for larger, more costly exhibits.

(2) Exhibits will be authorized for display for a specified time. The nature of the event and the type of exhibit (e.g., own command resources, Navy Recruiting District priorities) will determine the duration of the display. As a general rule, local command exhibits will be displayed for a maximum of three days, and Center priorities will determine the maximum duration of displays involving its resources. A formal exhibit at an exposition might remain for the duration of the event.

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(3) Commands will forward all requests for an exception to Department of the Navy exhibit policy to the Officer in Charge, Navy Recruiting Exhibit Center.

e. Exhibits in the National or International Domain. ASD(PA) approves all Navy and Marine Corps exhibits to be displayed in either national or international events or those requiring major coordination among the Services or other federal agencies.

(1) For exhibition at such events, Navy commands will forward requests to COMNAVCRUITCOM who will coordinate with OASD(PA). Marine Corps activities will forward their requests to DIRPA for coordination.

(2) Subordinate commands of a Unified Command will forward requests to the cognizant Unified Commander via the chain. See also Article 0415h (Interagency Exhibits Program).

(3) The form used for such requests is the Armed Forces Request Form. See Appendix D.

f. Project Officers. Occasionally, commands may be directed to assign a project officer to coordinate use of an exhibit with the event sponsor. Project officers are normally commissioned officers, equivalent civilian personnel, local recruiters or reservists who have been assigned the responsibility of coordinating Service participation in a special event. The project officer is responsible for establishing immediate and continuing liaison with the event sponsor, assisting in the determination of exhibit placement, arranging for assembly and disassembly of the exhibit and overall supervision of these operations. Project officers will ensure that all Navy and Department of Defense policies concerning exhibits are followed and will coordinate local news releases concerning the exhibit.

g. Industrial Information Program. Policy and procedures concerning the Industrial Information Program are provided in reference (u). Reference (u) also provides guidance on official use of privately prepared or funded exhibits which do not incorporate advertising (on loan or provided as a gift). This program concerns the development of exhibits concerning:

(1) Business opportunities with the Department of the Navy,

(2) Industrial procurement conferences,

(3) Research and development seminars and events, and

(4) Other industry-related activities in which Department of the Navy participation is appropriate.

h. Interagency Exhibits Program. Overseas and international exhibits of the U. S. Government are the responsibility of the Interagency Exhibits Committee. This committee initiates and develops a comprehensive annual program to assure maximum effective use of U. S. exhibit efforts overseas and in international forums stateside. The Committee also reviews all exhibit activities proposed for the international audience. ASD(PA) is the Department of Defense representative on this Committee.

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(1) Components of a Unified Command will forward requests via the cognizant Unified Commander.

(2) All other Navy activities will forward requests to CHINFO for coordination.

(3) All other Marine Corps activities will forward requests to DIRPA for coordination.

(4) Requests will contain the following:

(a) Name of the U. S. Government agency making the request,

(b) Type of support requested,

(c) Cost of support requested,

(d) Explanation or justification of Defense Department interest in participation, and

(e) Recommendations.

i. **Exhibit Registry.** An up-to-date exhibit registry is essential to manage Navy exhibits. Navy Recruiting Exhibit Center (NREC) maintains this central index of exhibits available to commands. To keep this registry current, each command having any form of permanent exhibit will ensure through liaison with NREC that the exhibit registry accurately reflects the command's exhibit resources.

(1) A 5 X 7 photograph of each new exhibit acquired by the command will be forwarded to NREC upon receipt of the new exhibit.

(2) When an exhibit is no longer available, advise NREC immediately.

(3) A copy of the NREC exhibit registry can be obtained by writing the Navy Recruiting Exhibit Center, Washington Navy Yard, Washington, D. C. 20374.

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0416 NAVY ART COLLECTION AND LIAISON WITH MUSUEMS

a. Background and Purpose. Prior to World War II, the U. S. Navy began recording its military actions, explorations and operations in the form of art. The present Navy Combat Art Collection contains more than 4,000 paintings and sketches with significant numbers of works added each year. The combat artists of World War II have been relieved by civilian artists who witness today's Navy and Marine Corps in action, record their impressions and donate works of art to the Department of the Navy. The voluntary services of most artists are arranged by the Navy Art Cooperation and Liaison Committee (NACAL) which operates in association with the Salmagundi Club of New York City and the Municipal Art Department of the City of Los Angeles. The Director, Naval Historical Center, maintains liaison with the Salmagundi Club in the interests of creating a continuing historical record of the Navy and Marine Corps through fine art. Organized in 1871, the Salmagundi Club is the oldest club of professional artists in the U. S. The Club appointed a NACAL to advise the Department of the Navy on art matters and nominate artists for assignment to paint maritime activities throughout the world. Upon review of the nominations, the Director, Naval Historical Center, issues SECNAV Navy invitational travel orders to each approved artist.

b. Policy. All finished art portraying the Navy and Marine Corps and produced by Navy artists on active duty for that purpose and by guest artists working under invitation travel orders becomes the property of the Department of the Navy. Civilian artists selected to paint Navy and Marine Corps life through cooperation with a private sponsor and the Director, Naval Historical Center, may be authorized by the Director to retain their works. Paintings, sketches, drawings and other forms of artwork will not be accepted by the Department of the Navy unless all reproduction rights are surrendered and they become the property of the Department of the Navy. Forward requests for reproduction of combat art for commercial use (e.g., books, advertising) to the Director, Naval Historical Center.

c. Requests for Art. Commands desiring art for display should forward requests to the Director, Naval Historical Center, Washington Navy Yard, Washington, D. C. 20374. Include the following information in the request:

- (1) Occasion for the display,
- (2) Inclusive dates (no less than 10 days and not more than 90 days),
- (3) Expected attendance and the public information efforts planned to publicize the exhibit,
- (4) Amount of space allotted,
- (5) Certification that 24-hour security will be provided for paintings in a Navy-sponsored show, and
- (6) Certification from a civilian sponsor that all transportation and insurance requirements will be met and that physical security will be available (including an attendant on duty during open hours and locked facilities when closed).

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d. Navy Combat Lithograph Program. This program makes available full color, high quality lithographs which are faithful reproductions of the original artwork on high-quality paper. Information on ordering may be obtained from the Director, Naval Historical Center.

e. USS Arizona Memorial. Operational control of the USS Arizona Memorial and the USS Arizona Memorial Visitor Center has been transferred to the National Park Service. Information about visits and tours of the Memorial can be obtained directly from the National Park Service by writing: Superintendent, USS Arizona Memorial; 1 Arizona Memorial Place; Honolulu, HI 96818. Requests for information or assistance from Navy or Marine Corps commands or individuals may be directed to the Commander, Naval Base, Pearl Harbor, HI, (Public Affairs Office). Requests from the general public or other military services should be directed to the National Park Service.

f. Cooperation with Museums. Participation in or cooperation with memorials or museums other than those listed below is governed by Article 0402 (Principles Governing Participation in Community Relations Events). This includes memorialized U. S. Naval Ships not officially maintained by the Navy; see Appendix E (Memorialized Naval Ships). Questions beyond the scope of this guidance should be referred to the Director, Naval Historical Center; Washington Navy Yard; Washington, D. C. 20374-0571.

g. Names and Locations of Navy Museums

Naval War College, Newport, RI

Submarine Force Library and Museum, Groton, CT

Naval Academy Museum, Annapolis, MD

Naval Air Test and Evaluation Museum, Patuxent River, MD [see subparagraph (l) below]

Supply Corps Museum, Athens, GA [see subparagraph (l) below]

Hampton Roads Naval Museum, Norfolk, VA

Amphibious Museum, Little Creek, VA

Naval Aviation Museum, Pensacola, FL

Naval Civil Engineer and SeaBee Museum, Port Hueneme, CA

CA Navy, Marine Corps and Coast Guard Museum of the Pacific, Treasure Island,

Naval Undersea Warfare Museum, Keyport, WA

USS Constitution, Boston, MA [see subparagraph (2) below]

below] Navy Memorial Museum, Washington, D. C. [see subparagraphs (l) and (3)

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(1) These museums are operated solely by private organizations. All others have civilian or military personnel assigned for support.

(2) This is not a museum as such, but a commissioned Navy ship. It is considered to be the Navy's prime historical artifact.

(3) This museum receives financial support from CNO through the Director, Naval Historical Center.

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0417 COMMUNITY RELATIONS PLANNING

a. General. Positive relations between a command and the surrounding community are not the result of happenstance or the participation of personnel in occasional events. They are the result of planning. Good relations begin with an honest appraisal of the specific local problems that are prevalent and the identification of community relations techniques to be applied. The first tenet of planning is recognizing that community relations activity must be developed in concert with other public affairs plans and initiatives. For example, the men and women of the command, as discussed in Article 0401a(2), play a key role in community relations. Accordingly, command internal information is influenced by the command's community relations concerns. The internal audience must be informed of the need for good community relations and ways in which individual members can contribute and also be motivated to act as ambassadors.

b. The Varied Nature of the Community. The community in which a Navy or Marine Corps installation is located is dynamic, multi-faceted, complex and embodies an entire spectrum of viewpoints, preconceptions and opinions. A community will doubtless include ardent military supporters and those who oppose the military, often shaded by complex issues that link the military and the local community. Even within a pro-military segment of the population, there may be a significant number who are critical of certain evolutions or programs. For example, if a facility has an ambitious, ongoing construction program which impacts upon public use of a waterway, opponents of the program may include supportive members of the community whose business or recreational pursuits are affected by the program. As with any form of communication, there is no single approach to community relations, but all successful programs share one common thread: the diversified nature of the community is reflected in flexible community relations planning.

c. Involvement of Minorities and Women. Command plans should be developed to involve minorities and women in community relations activities and events. Such efforts, an essential element of a comprehensive community relations plan, can include, but are not limited to:

(1) Making the local minority communities aware of procedures to obtain Navy and Marine Corps support for community events, including Navy demonstration teams, bands, other units and speakers;

(2) Encouraging Navy participation in local events arranged by members of the local minority community using internal information media;

(3) Establishing positive, professional relations with influential members of the minority community.

d. Variables in Community Relations Planning. The optimum community relations portion or annex of a public affairs plan begins with the variables of community relations planning:

(1) Local public attitude toward the Service in general and the command in particular (discussed in subparagraph e below);

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(2) The identity, frequency and effectiveness of events and forums which allow direct communication and interface between the people of the command and the public (discussed in subparagraph f below); and

(3) Specific local issues which divide or unite the military and the community (discussed in subparagraph g).

e. Assessing Local Attitude. A first step in quantifying the variables in community relations planning is to determine the strengths and shortfalls. What does the community think about the Navy or Marine Corps and about the local command? What are the perceptions of specific groups? Are feelings relatively neutral toward the Sea Services or very strong in one direction or another? Discussed below are resources that can be used to determine public attitude.

(1) **Local News Media.** As discussed in Article 0303d(3), PAOs of shore activities are required to meet local media leadership soon after assuming duties and periodically thereafter. During these informal meetings, news media representatives may be asked for their view on public opinion toward the local command. Editors and correspondents may be asked what specific problems they perceive and whether the opinions are generally held throughout the community or restricted to particular groups. News media representatives can comment on past community relations projects they consider successful and, in reviewing difficulties of the past, reflect on measures that could have been taken to forestall or correct problems. While all news media and their representatives must receive equal treatment (see Article 0304a), PAOs may wish to pay close attention to the comments of news media leaders, especially those whose organization's predominant theme is community involvement or community service. Reviewing press clips, letters to the editor and other material can help in gauging public opinion as well.

(2) **Local Civic Organizations.** Service-oriented civic organizations are a useful resource in a number of ways, and Navy and Marine Corps men and women frequently join such groups in an off-duty capacity. Leadership of civic organizations can be consulted for their views on the status of community relations or specific issues of Navy or Marine Corps concern. Frequently, they can provide a readily accessible forum for speeches and other programs to assist commands in communicating directly to the public. The number of Navy and Marine Corps members in local civic organizations is also telling. Both the command and community may benefit from increased military participation.

(3) **Military-related organizations.** Local chapters of Navy and Marine Corps support organizations are a valuable information resource in measuring public attitude and can often pinpoint problems and assist in problem-solving. If there are few such organizations represented locally, community leaders may express an interest in organizing local chapters.

(4) **Local Navy and Marine Corps Recruiting Districts.** Consultation with the nearest Navy Recruiting District or Marine Corps Recruiting Office can assist local commands in determining the attitude of young people toward the Sea Services as a career option. Recruiting leadership can also provide information about the opinions of "centers of influence"--the teachers, community leaders and other adults whose opinions youth value. Besides being a source of information in community relations planning, local recruiting leadership can also

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advise a command on community relations programs which would be helpful to recruiters in achieving their goals.

f. Events Allowing Direct Military-Community Interface. There are both official and unofficial opportunities for direct contact between the public and the military. Official events and opportunities are those involving participation by command units or individuals of the command acting in their official capacities. Events are considered unofficial when members of the command exercise their normal and private social, business and civic associations with members of the community.

(1) Official activities include:

(a) Personnel, facilities or materiel support of public events in the surrounding community;

(b) Public visitation on invitation of the commanding officer (on Navy Day, Birthday, Armed Forces Day, Memorial Day, Independence Day, Veterans' Day or other patriotic occasions and local observances;

(c) Organized tours of installations and facilities by selected civilian groups;

(d) Cooperation with local newspaper, radio, television and magazine leadership;

(e) Cooperation with local civilian groups in arranging Navy and Marine Corps speakers, interviews, exhibits, panel discussions and other types of presentations;

(f) Cooperation with other federal agencies; municipal, state and regional governmental agencies in community relations programs of mutual interest and concern (such as safety drives, health and education programs, civil defense, disaster relief, humanitarian programs, etc.); see also Article 0408 (Consultation with State and Local Municipal Officials).

(g) Dissemination of information to local opinion leaders concerning the contribution made by community members employed by the Navy or Marine Corps;

(h) Dissemination of information to local opinion leaders concerning participation of military personnel in support of civic goals;

(2) Unofficial activities include:

(a) Encouraging the internal audience to participate in activities sponsored by local schools, parent-teacher organizations, religious organizations, social and civic organizations, sports and recreation programs and other aspects of community life;

(b) Developing active programs to acquaint the internal audience with local history, customs, traditions and culture;

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(c) Enlisting the support of veterans' organizations, reserve and retired personnel in improving community relations.

g. Local Issues of Controversy or Sensitivity. A community relations plan must be based on an honest appraisal of issues that unite and divide the community and the military. Some unifying issues may be general in nature, such as the feeling of patriotism that may run strong in a particular community. Other unifying issues may have a more specific focus, such as involving the community in a base commemoration of Martin Luther King, Jr., Day. The Base-Community Council is a most effective vehicle to identify issues and explain the Navy or Marine Corps position on difficult matters. When differences can be rectified, some action on both the community and military sides is usually necessary. The Council is better suited than the Base alone to identify ways to resolve differences, since it is composed of influential people in the community as well as the military who can take the desired action. See Figure 4-6. Appraisal steps are outlined below:

(1) With each unifying issue, identify a course of action that promotes that common bond with the community. Examples of such "common issues" include the following:

(a) Local civic associations frequently honor citizens who serve their communities in significant ways, and the military is eager to communicate that sailors and Marines are good neighbors. In most cases, Sailors and Marines of the Year, Quarter or Month are not only top performers on duty but also top-quality citizens off duty. Through association with civic association leadership, such organizations can offer to honor top-performing sailors and Marines as part of their routine programs.

(b) Establishing a healthy, positive lifestyle is certainly a unifying issue, and civilian and military health care organizations can convey a community-military unity to the public. For example, an association representing all local health care organizations (one that does not seek profit for an exclusive few) might propose that the local Naval Base participate in a "Health Fair" to communicate pressing health care concerns to civilian and military families. The base could respond positively and offer booths manned by Counseling and Assistance Center, Recreation Services and Family Service Center personnel, a speech by the commanding officer, etc.

(c) A Marine Corps Base completes a significant archaeological dig revealing 19th century artifacts that can be readily displayed. The Base could decide to show the items on Armed Forces Day, announce a theme for the Day as "Sharing Local Heritage" and invite the local historical society to participate by making its members available for discussion at the display.

(2) For an issue of potential conflict between the military and the community, decide on a course of action based on whether the conflict can be satisfactorily resolved. (Again, the best forum for identifying and rectifying such problems is the Base-Military Council.)

(3) If the issue can reasonably be expected to be resolved (e.g., by concerted effort on both sides), the plan should identify those actions to be taken by the military and community which will resolve the issue, correct conditions that place the community and the military in conflict and publicize the positive result. Examples are discussed below.

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(a) Local civil and base police are equally committed to stopping drunk driving. New, more aggressive enforcement methodologies are being employed, stiffer penalties planned and a new public service campaign launched to reach drivers. Although statistics reveal fewer instances of drunk driving among military drivers, the general public suspects that young base military personnel rather than civilians are responsible for recent increases in accidents involving the use of alcoholic beverages. Two editorials have appeared in local media suggesting this opinion. The matter is discussed at the Base-Military Council, and the following actions are planned:

1. A joint civil-military law enforcement press conference is planned, with the local police having primary cognizance, to announce the new program. The military police official announces stiffer requirements in force on base, including spot checks at the gate, revised serving policies in base clubs, etc. (The program should be in operation before a news conference is announced.)

2. Military police cooperate with local police in displaying drunk driving detection equipment at schools, etc. The base alcohol/drug abuse counselors participate in school education seminars. Factual information is provided in public service announcements on local radio and television stations.

3. The commanding officer responds rapidly to editorials with pertinent facts.

4. An internal information effort is launched to announce the new program on base, condemn drinking while driving and provide factual information about the ratio of military to civilian offenders.

(4) If issues that divide the community and the military cannot reasonably be expected to be resolved, the plan should identify opportunities to explain to the public the military's position on the issues. As an example:

(a) A small tributary popular with local fishing enthusiasts reaches well beyond security fencing and into base property. While the public has had access to the tributary for years, recent concerns about the threat of terrorism dictate that all base boundaries be made secure. This move, although viewed by the command as a military necessity, will doubtless complicate relations with the community and cause ill feelings among some citizens. The option of granting temporary access to a select number of enthusiasts has been examined. Because it would require additional security guards, an occasionally manned checkpoint and an administrative system for receiving public requests and granting temporary authorizations, this option is determined to be excessively unwieldy and costly. It would also lessen the measure of positive security needed for a weapons storage facility located on base and near the tributary. Because the closure is a necessity, efforts should be launched that explain the military position.

1. The possibility of adverse impact on the environment should be assessed, and the closure be pursued as an Environmental Impact Statement (EIS) action which would require the publication of findings, a public hearing and comment period and a final EIS finding that incorporates public comment.

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2. A special presentation on the need for the closure should be developed and presented to the Base-Military Council, local civic organizations, local wildlife and sportfishing organizations and other interested groups. The presentation should be carefully examined to ensure that it satisfactorily explains the point of view of the fishing enthusiasts who oppose the closure.

3. A pro-active media relations effort, including interviews of military subject matter experts, should be launched to explain the military position on the matter.

4. Internal information media should also explain the military position and sensitize the internal audience about the legitimate concerns of the public.

5. Representatives of sportfishing enthusiasts should be brought aboard the base and escorted to the closure site to observe the geography first-hand and learn from senior officers their growing concern over security.

h. Sample Community Relations Plan. Figure 4-1 is a sample community relations plan for a large base positively involved in the community. A base plan was chosen as an example for a comprehensive view of a full range of community relations activities. Individual commands would tailor plans to meet local circumstances.

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FIGURE 4-1SAMPLE COMMUNITY RELATIONS PLAN(command): CALENDAR YEAR 1988MISSION

To achieve positive relations between the local community and (command).

GOALS

1. Enhance the command's ability to accomplish its primary mission through public understanding and support.
2. Demonstrate the command's role in fulfilling the Maritime Strategy by appropriate demonstrations, activities and events.
3. Improve local citizens' appreciation of military and civilian employees and their families, thus enhancing quality of life and personnel performance on the job.
4. Involve minorities and women in appropriate community relations activities.
5. Participate in appropriate public events within resource limitations.
6. Assist recruiting.

AUDIENCES

1. Identify and quantify discrete audiences toward which community relations planning and activities will be directed. Audiences may be appropriately coded to assist in identifying activities developed to reach them, development of calendar plans, etc. As with other aspects of this plan, each "audience" should be chosen to reflect the particular needs of the command and the nature of the community. A recruiting district would wish to break down "youth groups" into other more discrete categories, include teachers and student counselors as a separate "audience," etc. The following is an example of an audience break down and examples of assigned codes.

AUDIENCE	CODE
Local Community at Large	A-1
Civic Organizations	A-2
Religious Organizations	A-3
Minority and Womens Groups	A-4

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Youth Groups	A-5
Professional Associations	A-6
Military-related Organizations	A-7
Municipal Officials	A-8

LOCAL ATTITUDES

To plan and implement an effective community relations program, local attitudes toward the (service) and the _____ (command) _____ must be assessed. Attitudes are essentially the assumptions upon which the community relations plan is based.

1. Consult local media leadership on a periodic, informal basis. [Include in this section or in a referenced annex or appendix to the plan a listing of local news agencies, names of senior leadership and a timetable for periodic visitation.]
2. Consult local civic organizations and municipal officials. [Include a list and a timetable.]
3. Consult Navy-Marine Corps-related organizations. [Include a list and a timetable.]
4. Consult the nearest officer in command of a Navy or Marine Corps recruiting district.

List pertinent attitudes toward the (service) and the _____ (command) _____ by audience. [Example follows.]

AUDIENCE

ATTITUDE

A-1

Patriotic and supportive of local military.

Critical of traffic congestion in vicinity of interstate and base access gates.

Generally knowledgeable about positive impact of the base on local economy and employment.

A-2

Civic organizations generally eager to provide a forum for Navy and Marine Corps speakers.

Local Rotary Club is 40 percent military and civilian base employees, thus is very supportive.

Continue listing audiences and attitudes.

Upon completion of assessment or upon the receipt of new information, revise community relations planning accordingly.

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EVENTS

The following is a chronological list of all known events which allow direct military-community interface. They are listed in three categories:

1. Military Official Activities include public visitation at the invitation of the CO, facilities tours by specific groups, cooperation with local media, speaking engagements, exchange of ideas with neighboring offices of federal municipal and state agencies and discussions with opinion leaders.

2. Military Unofficial Activities include the encouragement of personnel to become involved in local civic associations, development of an appreciation for local culture and customs and the involvement of retired organizations in improving community relations.

3. Participation in Public Events includes any authorized military participation in an event that is originated by and held in the public domain.

4. [Examples follow:

MILITARY EVENTS--OFFICIAL

<u>DATE</u>	<u>EVENT</u>	<u>AUDIENCE</u>
15 MAY	Armed Forces Day	A-1

(List other events.)

MILITARY PARTICIPATION--UNOFFICIAL

(List off-duty activities in which personnel participation should be encouraged, such as volunteer youth leadership, Parent-Teacher Associations, etc.)

(List community relations activities aimed at developing an appreciation on the part of the internal audience of local culture and customs.)

MILITARY PARTICIPATION IN PUBLIC EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>AUDIENCE</u>
25 AUG	Local Youth Festival (Base tours)	A-3, A-5
20 SEP	Freedom Festival (Navy Band performance and base color guard in parade)	A-1

(Continue listing events and target audiences.)]

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**DIVISIVE
ISSUES**

1. [Clearly identify issues that divide the community and the military but for which a satisfactory resolution can reasonably be expected.]

a. [Outline actions required by specific offices, departments or individuals to rectify problems. A Plan of Action and Milestones can be included as an annex or appendix.]

2. [Clearly identify divisive issues for which satisfactory resolution cannot be predicted.]

a. [Outline actions required to explain the (service) or (command) position to appropriate segments of the community. Include a Plan of Action and Milestones as an annex or appendix.]

**UNIFYING
ISSUES**

1. [Clearly identify issues that unite the military and the community.]

a. [Outline actions required to promote the common bond between the command and the community. Include a Plan of Action and Milestones.]